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Terra Networks Continues to Improve Advertisers' Effectiveness Using DoubleClick DART Adapt

*Leading Hispanic Portal Helps Clients to Optimize Campaigns,
Increase Performance By As Much As 200%*

FOR IMMEDIATE RELEASE

Coral Gables, Fla. (June 26, 2007) – Terra Networks, the leading Internet portal for the U.S. Hispanic audience, announced that it now offers the DoubleClick DART Adapt advantage as an enhancement of its service for online advertising partners. An optimization solution that enhances the effectiveness of online advertising, DART Adapt is helping Terra Networks' clients to maximize the performance of their online campaigns.

A number of Terra Networks' clients have already experienced significant increases in the response rates to their online campaigns thanks to DART Adapt. Since the technology was introduced, advertisers have seen an increase in click-through rates by as much as 200 percent.

DART Adapt combines sophisticated modeling and adaptive technology to dynamically optimize campaigns - enabling publishers, such as Terra Networks, to increase their return on inventory while helping advertisers reach their campaign objectives. DART Adapt-enabled publishers can gain competitive advantage in serving advertisers by automatically matching ads with the audience that will deliver the greatest return for either brand or direct response goals at any given moment in time. For example, DART Adapt enables Terra.com to automatically serve more impressions during parts of the day when click-through rates are highest for a specific campaign.

"DART Adapt is a smart, state-of-the-art campaign performance enhancer which has already been leveraged successfully by our clients. Terra recognized its benefit immediately and implemented DART Adapt in record time to benefit our advertisers," stated Fernando Rodriguez, CEO for Terra Networks.

“Optimization is an increasingly important part of the online advertising market, bringing science and algorithms to the medium to help generate the best possible performance for publishers such as Terra Networks, as well as their clients,” explains Brad Bender, Vice President of Optimization Solutions at DoubleClick. “With solutions like DART Adapt, DoubleClick is uniquely positioned to enable publishers and advertisers get the most return from their online advertising investments.”

About Terra Networks Operations, Inc.

Terra Networks is a global Internet group with a presence in the U.S. and Latin America. The group operates some of the most popular Web sites in the United States, Spain and Latin America, and is the largest access provider in Spain and Latin America.

[Terra.com \(www.terra.com\)](http://www.terra.com) is the U.S. Hispanic arm of the Terra Networks group providing portal and value-added services to Spanish speaking users in the U.S. Terra is a leader in the U.S. Hispanic online market according to comScore Media Metrix and Nielsen/NetRatings.

About DoubleClick Inc.

DoubleClick is a provider of digital marketing technology and services. The world's top marketers, publishers and agencies utilize DoubleClick's expertise in ad serving, rich media, video, search and affiliate marketing to help them make the most of the digital medium. From its position at the nerve center of digital marketing, DoubleClick provides superior insights and insider knowledge to its customers. Headquartered in New York, and with 17 offices and development hubs and 15 data centers worldwide, the company employs more than 1,200 people and delivers billions of digital communications every day. Learn more at www.doubleclick.com.

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