

# **Crisp Media's Nathan Carver Wins Service Excellence Award from Interactive Advertising Bureau**

## **Vice President of Software Development Honored for his Contribution to Creating Industry Standards at the IAB Annual Leadership Conference**

Miami, FL (February 27, 2012) -- Crisp Media ([www.crispmedia.com](http://www.crispmedia.com)), the leading mobile technology and services provider of premium rich media advertising, today announced that Nathan Carver, vice president of software development at Crisp Media, received the Interactive Advertising Bureau (IAB) 2011 Service Excellence Award. This prestigious award recognized Mr. Carver for his broad contributions to the IAB's Mobile Rich-media Ad Interface Definitions (MRAID) project.

The IAB Service Excellence Awards were presented at the IAB Annual Leadership Conference in Miami, FL, on February 26, 2012.

The MRAID project was developed to define a common API (Application Programming Interface) for mobile rich media ads that will run in mobile apps. These standards mandate that developers creating rich media ads will communicate what those ads do (expand, resize, get access to device functionalities such as the accelerometer, etc) with the apps they are being served into.

"We are honored that Nathan's contributions to creating industry standards have been recognized by the IAB," said Jason Young, CEO of Crisp Media. "The MRAID project's mission to unify the mobile advertising industry aligns with Crisp Media's commitment to providing excellence to our customers. As a company that promises a 'Certifiably Better' mobile ad experience, Crisp will continue to certify all of its partner sites according to these standards which it helped to develop to ensure that clients never have to deal with broken mobile ads."

The foundation for Carver's work with the MRAID project grew from Crisp's leadership in the creation of the Open Rich Media for Mobile Advertising (ORMMA) standards, which were ultimately incorporated into the MRAID standards. Crisp was built on the belief that standards and certifications are key solutions to the primary challenges of mobile advertisements and, as such, the company has been a founding driver in the regulation of rich media mobile advertising.

The IAB selects only a handful of individual each year for excelling as leaders while completing a significant initiative to foster interactive advertising growth. The IAB Service Excellence Awards honor individual members who have demonstrated strong leadership and provided an exceptional contribution to one or more significant, completed IAB initiatives over the year.

Carver heads up the software development group at Crisp Media, promoting service-oriented architecture, agile team development, and quality engineering throughout the Crisp technology layers.

### **About Crisp Media**

Crisp Media is the leading provider of premium mobile advertising media, technology, and services to brand advertisers. Based in both New York and Singapore, Crisp provides advertisers with a Certifiably Better way to buy and serve mobile rich media campaigns that deliver the reach they need and the results they desire. Crisp's mobile advertising platform, Crisp Engage, matches premium, contextually-relevant and highly measurable advertising campaigns to premium media channels across all devices, web browsers, and app platforms. Additionally, Crisp is a founding member of the Open Rich Media for Mobile Advertising (**ORMMA**) specifications group and the Interactive Advertising Bureau's Mobile Rich-media Ad Interface Definitions (**MRAID**) project. The company has a proven track record of success, working with publishers like CBS, CNN, Hearst Magazines, and The Wall Street Journal Digital Network, and with leading brands including General Motors, Toyota, Volkswagen, Intel, Hewlett Packard, Proctor and Gamble, Unilever, Coca-Cola, and Paramount Pictures. For more information, visit [www.crispmedia.com](http://www.crispmedia.com).

### **About the IAB**

The Interactive Advertising Bureau (IAB) is comprised of more than 500 leading media and technology companies that are responsible for selling 86% of online advertising in the United States. On behalf of its members, the IAB is dedicated to the growth of the interactive advertising marketplace, of interactive's share of total marketing spend, and of its members' share of total marketing spend. The IAB educates marketers, agencies, media companies and the wider business community about the value of interactive advertising. Working with its member companies, the IAB evaluates and recommends standards and practices and fields critical research on interactive advertising. Founded in 1996, the IAB is headquartered in New York City with Public Policy office in Washington, D.C. For more information, please visit [www.iab.net](http://www.iab.net).