Rhiza Brings Programmatic Selling to the $146.6 Billion Local Media Advertising Market
Introduces New Ad Sales Acceleration Product to Local Television Stations

Pittsburgh, PA, March 16, 2016 – Rhiza, a leading provider of data analysis software to media companies including Comcast, Cox Media and the BBC, announces the first programmatic sales acceleration solution for local television, a $146.6 billion advertising market. In a matter of seconds *Rhiza for Ad Sales* generates the most relevant target information and an optimized media recommendation using ratings data from Nielsen or comScore. Rhiza's data tools find an advertiser's best target customers and connects them with the ad inventory most likely to move them to purchase.

"This is the data media companies already use, but never in this way" says Rhiza CEO Josh Knauer. "The largest media companies in the world use Rhiza's software for data-driven research and analysis," Knauer continued, "and now we're bringing programmatic selling to local TV."

Rhiza has used its extensive experience working with ad sales teams to curate the revenue-driving data points from IHS/Polk auto registrations, Scarborough local surveys, the national voter registration file and Nielsen or comScore TV ratings to create a data powerhouse. *Rhiza for Ad Sales* is fully automated and doesn't require any technical expertise from its users.

For effective TV ad sales in local markets, the challenge is to deliver the right data to the right client. Rhiza's data scientists, developers and designers have produced the first easy-to-use linear programmatic selling tools for local television. The groundbreaking set of proprietary algorithms arm salespeople with prescriptive analytics that generate revenue fast.

Rhiza for Ad Sales is available today for the $16 billion automotive and $11 billion political advertising markets, and will be available in the coming weeks for dining, consumer technology, retail, healthcare, local services, telecommunication, entertainment and more.

Rhiza's organization-wide commitment to advancing the use of data to drive business decisions is recognized by the Carnegie Science Center, who yesterday named Rhiza the 2016 Corporate Innovation Award winner. Established in 1997, the Carnegie Science Awards recognize and promote outstanding science and technology achievements in Western PA.

To learn more about generating revenue with programmatic selling please visit go.rhiza.com/AdSales or attend a 25-min product preview webinar hosted Thursday March 24, 2016 at 1pm ET. Register here: http://rhiza.com/resources-categories/webinars/

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About Rhiza
Rhiza is pioneering the way media companies generate revenue with data. With products for Research, Marketing and Sales, media companies use Rhiza's software to better understand their audience, their content and their advertisers by visualizing, analyzing and sharing information derived from disparate data sets. Rhiza, which is headquartered in Pittsburgh, PA, is used by the most progressive media brands, including: BBC Worldwide, Comcast, Univision, Cox Media, and Cox Automotive. For more information, please visit rhiza.com.