



Brand Asset Digital Receives 2008 DCIA Groundbreaker's Award Presentation for "Product of the Year" Accepted by Co-Founder Joey Patuleia at CES P2P MEDIA SUMMIT

Las Vegas, NV – January 7, 2009 – The Distributed Computing Industry Association (www.DCIA.info), a trade organization with more than one-hundred Member companies including peer-to-peer and social networking software developers and distributors (P2Ps), Internet service providers (ISPs), content rights holders (CRHs), and service-and-support companies, announced today that Brand Asset Digital is the recipient of its 2008 DCIA Groundbreaker's Award.

The award was presented at a special ceremony today to Joey Patuleia, Brand Asset Digital's Co-Founder, during the second annual P2P MEDIA SUMMIT at CES.

"The DCIA Groundbreaker's Award is presented annually to that company which has achieved the greatest breakthrough in attracting distribution partners to advance distributed computing technologies for commercial purposes," said DCIA CEO Marty Lafferty in making the award.

"Brand Asset Digital's first-and-only search-engine marketing platform for P2P search, P2Pwords, has quickly become the product of the year. This platform, which is the first pay-per-click (PPC) for P2P search, gives advertisers the unique ability to target and connect their branded content directly to consumers via P2P search. P2Pwords applies the highly successful business model of PPC keyword targeting to the 1.5 billion searches a day that comprise P2P traffic, a consumptive marketplace accounting for almost 70% of Internet bandwidth. P2Pwords campaigns have already generated over two billion impressions a day – over sixty billion a month – across all P2P search engines."

The P2P MEDIA SUMMIT at CES featured keynotes from top P2P software and digital video distributors, panels of industry leaders, and special workshops.

About the DCIA

The Distributed Computing Industry Association (DCIA) is a non-profit trade organization focused on commercial development of peer-to-peer (P2P) file sharing and related distributed computing technologies.

DCIA Membership is organized into three Groups: Content, Operations, and Platform. The DCIA conducts working groups and special projects, such as the P4P Working Group (P4PWG), Inadvertent Sharing Protection Working Group (ISPG), P2P Digital Watermark Working Group (PDWG), Consumer Disclosures Working Group (CDWG),

P2P PATROL, and the P2P Revenue Engine (P2PRE). It also publishes the weekly online newsletter DCINFO.

About Brand Asset Digital

Brand Asset Digital is a distributed technologies company with a focus on P2P search marketing and efficient LIVE content delivery. The company is based in New York City and Pensacola, Florida with new offices opening in California and Michigan. The technology platform behind Brand Asset Digital products is its proprietary distributed CDN (content delivery network), Optimon, built by Tim Hogan and his development team. Brand Asset Digital is privately funded.

Media Contacts

Kelly Larabee
+1 410-476-7965
kelly@dcia.info

Ellen Golden
+1 212-244-5450
Ellen@catalystgroupsite