

PRESS RELEASE

NATIONWIDE CLASS ACTION FILED AGAINST DOUBLECLICK ALLEGING DECEPTIVE INTERNET ADVERTISING BANNERS.

PITTSBURGH, PENNSYLVANIA – July 18, 2003

A nationwide class action lawsuit has been commenced in the Court of Common Pleas of Allegheny County, Pennsylvania, against DoubleClick Inc. DoubleClick is a leading provider of products and services used by direct marketers, web publishers and advertisers to plan, execute and analyze marketing programs. In 2002, Doubleclick served more than 630 billion ads on the Internet for thousands of customers.

The class action complaint alleges that DoubleClick deceptively and fraudulently commandeered millions of Internet users to the commercial websites of DoubleClick's customers through dissemination of tens-of-millions of fraudulent Internet advertising banners that impersonated computer system messages. The Complaint states that through use of such Fake User Interface ("FUI") dialogs that fraudulently represented themselves as computer system error messages, DoubleClick tricked millions of Internet users into interrupting the work they were performing to respond to the fraudulent system message, only to unexpectedly find both computer and computer user thus hijacked to commercial websites of DoubleClick's customers. An illustration of the advertising banners that are the subject of this lawsuit is as follows:



The class action complaint was brought on behalf of all persons residing in the United States who have, while operating a computer, encountered an advertising banner like the one illustrated above. DoubleClick is believed to have served in excess of 500 million such banner ads.

The suit was filed by attorney Stanley D. Ference III, of the law firm of Ference & Associates, of Pittsburgh, Pennsylvania, and attorney Brian Samuel Malkin, of the law firm of Malone, Larchuk & Middleman, P.C., of Wexford, Pennsylvania. Stanley Ference remarked: "Users of deceptive business practices are employing the Internet to deceive millions of people around the world. A business practice prohibited in your local community does not become acceptable because it is used on the Internet to deceive millions of people." Brian Samuel Malkin remarked: "Users of deceptive business practices on the Internet rely on the difficulties associated with pursuing a wrongdoer located outside of a local community. Class based civil litigation is an appropriate way to protect the public interest in prohibiting deceptive business practices, where ever the wrongdoer is located."

FACT SHEET

- **Plaintiff:** The plaintiff in the class action is Christopher Steelman.
- **Defendants:** The defendants in the class action include DoubleClick Inc., a Delaware corporation.
- **Court:** The suit was filed July 11, 2003, in the Court of Common Pleas, Allegheny County, Pennsylvania. Case Number: G.D. 03-12899. This Press Release was withheld pending completion of service on the defendants.
- **Contact Attorneys:** Stanley D. Ference III of Ference & Associates, in Pittsburgh, Pennsylvania - (412) 741-8400; Brian Samuel Malkin of Malone, Larchuk & Middleman, P.C., in Wexford, Pennsylvania - (724) 934-6888
- **Consumer Contact Information
for affected consumers who wish additional information:**

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