Linkstorm appoints ORDIOR to build and administer Linkstorm value added reseller channels.

NEW YORK, August 8th 2013 — Performance enhancing, online advertising technology company Linkstorm and Australian based software and rights management company "ORDIOR Ltd" today announced the formation of a strategic alliance to expand Linkstorm's market presence through the establishment and building of the Linkstorm Value Added Reseller network (VAR).

The partnership will see Linkstorm accessing the Ordior client based and vast network of global brands that Ordior has developed over the past 5 years. Discussions are already underway with leading communication houses, advertising agencies, banks, financial service companies and Telco's from Reliance India to YuuCorp in ASIA to Telstra in Australia to name just a few. Ordior will provide rapid deployment systems to allow the key market makers to access and deploy Linkstorm campaigns easily and efficiently for their customers, clients and brands. Ordior sees the technology becoming the new standard for permission based banner ad engagement for the next decade onwards.

Ordior is a software company designed to meet the very specific needs of content owners, software developers and digital rights managers all over the world. The Ordior systems have been designed to allow content companies, large or small, to outsource all of the tasks that sit between the content sale and distribution of funds, to the entire chain of royalty collection, accounting, reporting and distribution to the management and development of a sales teams commission structure to the deployment and creation of value added reseller networks and channels. Ordior is committed to developing and maintaining systems that are several generations ahead of those currently employed in the content industries. And best of all, we will continue to evolve with the digital economy, accommodating new business models and income streams as they come to market.

As Bruce Barren, Chairman of Ordior says:

"This is an exciting time for Linkstorm with their disruptive permission based customer engagement technology. They have a market leading edge and provide almost instant permission engagement with target customers like nothing else in the market. The Ordior software and VAR channel development team make an ideal fit and will allow new markets to be opened up and sales secured for brands seeking new permission based sales systems. I am excited about the future for both our companies. David Sidman is a visionary software developer that has seen a gap and filled it with patented technology."

As David Sidman, founder and CEO of Linkstorm says:

"A VAR channel is exactly what Linkstorm needs in order to achieve scale, especially globally. We couldn't be more excited to be working with David Murray and the rest of the Ordior team, who have such specific expertise in building out VAR networks and handling all the administration associated with that. In addition, Ordior Chairman Bruce Barren has also been an advisor to Linkstorm (http://www.linkstorm.net/aboutus/company/#Advisors), and his far-reaching reputation and worldwide connections will be instrumental to the success of this collaboration."

About Ordior:
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Ordior's proprietary software products have been developed by a world class team of engineers and software developers. Ordior's software and rights management services are now used by over 200 record labels, software developers, film and media production companies and publishing houses. The Ordior royalty and payment management services platforms provide real time reporting on transactions for our customers 24x7x365 days a year. Ordior provides a turnkey solution for all creators of I.P., digital content, software, music, films and other digital assets that have the need for transparent reporting, income stream management, rights management protection systems, and mechanical copyright management and administration services. If you own content and you want your rights managed then Ordior provides an excellent product offering and service.

For more information on Ordior please visit www.ordior.com

About Linkstorm:
Linkstorm is an advertising technology company that is pioneering a new approach to online marketing, e-commerce, publishing and social networking. The company believes, and has proven through numerous case studies, that ads will perform much better for the advertiser if the ads can be made more useful to the customer. Linkstorm accomplishes this by overlaying a cascading navigation menu onto any ad format that quickly connects customers to the information the customer wants. As a result, click-through and conversion rates increase by 2x-17x, as documented by rigorous A/B tests for clients including Cisco, IBM, American Express and many others. Clients include national and global advertisers, agencies, publishers and ad networks such as Dell, Liberty Mutual, Wal-Mart, Nissan, Microsoft, Ogilvy, J. Walter Thompson, Mediacom, Razorfish, Grey, Universal McCann, AOL, The New York Times, Collective Media and PulsePoint. Linkstorm is headquartered in New York City and is funded by visionary investors such as Esther Dyson, Jim Rutt and Rick Braddock.

For more information, please visit www.linkstorm.net

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