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Avenue A | Razorfish Promotes Colin Kinsella to President of the West Region

SEATTLE - March 27, 2007 - Avenue A | Razorfish, one of the largest interactive services firms in the world and an operating unit of aQuantive, Inc. (NASDAQ: AQNT), today announced the promotion of Colin Kinsella to president of the West region where he will be responsible for leading all operations in the Seattle, Portland, San Francisco and Los Angeles offices. Kinsella will continue to report to Clark Kokich, worldwide president, Avenue A | Razorfish as he joins the senior leadership team.

"Avenue A | Razorfish has seen tremendous change in the digital marketplace, and we continue to challenge ourselves as we find new ways to help our clients acquire and service their customers," said Kinsella. "I am very proud of our success to date and look forward to continuing our efforts across all the West regional offices."

Prior to his role as president of Avenue A | Razorfish's West region, Kinsella served as general manager of the San Francisco and Los Angeles offices since 2004. In his role as general manager, Kinsella was responsible for overseeing all the agency's discipline areas including: analytics, strategy, delivery, media buying and creative campaigns for clients like Visa, Singapore Airlines, Genentech, Sony, Williams Sonoma and Westfield.

"Colin's passion, teamwork and creativity exemplify all the core assets we value at Avenue A | Razorfish," said Clark Kokich, worldwide president. "After assessing both the external and internal talent pool, Colin emerged as the clear choice for the position of West region president - he's a trusted leader with our clients and internal teams."

Kinsella has more than 20 years of experience in traditional and online advertising. Prior to joining Avenue A | Razorfish, he led the creative, strategy and business-to-business efforts at Quinstreet, an online marketing and technology company. Prior to that he was an executive vice president and member of the leadership team at Foote Cone & Belding in San Francisco, and had stints at FCB London leading Europe, Africa and the

Middle East as well as FCB Chicago, where he led major national brands such as AT&T, Coors, SC Johnson, and Gallo, among others.

In addition, he is Vice Chair for the Northern California American Association of Advertising Agencies (AAAA); Chairman of the AAAA Western Region Interactive and New Media Committee; and is an Advisor to the Board of Animated Speech, which produces software that builds speech and language skills for children with autism, hearing loss, apraxia and other language difficulties.

About Avenue A | Razorfish

Avenue A | Razorfish is one of the largest interactive marketing and technology services agencies in the world. The company helps industry leaders such as Kraft, Dell, The New York Times and Starwood Hotels use digital channels to acquire and service customers. Avenue A | Razorfish's full suite of digital offerings includes online advertising, Web site design and development, email and search engine marketing, emerging media strategies, and enterprise portal development. Its award-winning client teams have a great understanding of customer needs and provide solutions through distinct business disciplines, which include: analytics, strategy, technology, media, creative design and user experience. An operating unit of Seattle-based aQuantive, Inc. (NASDAQ: AQNT), Avenue A | Razorfish has offices in markets across the United States, and global operations in Australia, China, France, Germany, Japan and the United Kingdom. Please visit www.avenuea-razorfish.com for more information.

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