Exhibit 28

NetGravity

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NetGravity AdServer Chosen by GNN to Standardize WebCrawler Advertising Management

GNN's WebCrawler is the first to capitalize on newly formed alliance between NetGravity and I/PRO.

SAN MATEO, California, June 17, 1996--NetGravity, the leader in Internet advertising technology, today announced GNN, a service of America Online Inc., will take advantage of the NetGravity AdServer technology for WebCrawler, its Internet search service. This allows GNN to better manage its WebCrawler advertising inventory, dynamically deliver targeted ads, measure advertising results in real time, and automate ad sales efforts. As part of this agreement, GNN becomes the first company to capitalize on the alliance between NetGravity and I/Pro (Internet Profiles Corporation), the leading Internet measurement firm. This builds on GNN's longstanding relationship with I/Pro and enhances its ability to provide the most comprehensive reports on advertising effectiveness and to deliver them to advertisers far faster than sites not using the NetGravity technology.

NetGravity was founded to enable Web publishers to retain complete control of their online advertising management. Unlike other companies which merely provide services for ad placement and scheduling, NetGravity offers a unique approach, providing the software and technology which empowers publishers to manage advertising inventory, dynamically target ads to the right audiences, measure results in real time, and automate sales efforts. Now, through NetGravity's relationship with I/Pro, Web sites will be able to develop and place advertising much more effectively using management tools with demographic profiles for targeted ad placement. Sites using the NetGravity AdServer are able to retain all advertising revenues and eliminate the risks of dependency on external services such as downtime, increasing costs, unplanned maintenance and unpredictable management.

For over two years, GNN has delivered compelling and diverse programming on the Web. GNN offers consumers and advertisers entertaining and resource laden programs which make them popular Web destinations. Among the resources offered by GNN is the highly trafficked WebCrawler search service, a simple and elegant solution for surfing the Web.

"We are thrilled that GNN has chosen NetGravity to further enhance the advertising package they offer their customers," said John Danner, president of NetGravity. "GNN, as one of the leaders in Internet programming and content, is now more-than-ever positioned to optimize their advertisers' investments in this exciting new medium. We are committed to ensuring that sites provide their advertisers with the right ad, at the right place, at the right time."

"GNN is pleased to offer WebCrawler advertisers the unequaled reliability and real time reporting capabilities of NetGravity AdServer technology. We have chosen the NetGravity AdServer to enable us to continually improve our advertising products", said Lisa Gansky, Vice President of Programming. "And now, due to NetGravity's alliance with I/Pro, we are offering a solution complete with auditing capabilities to produce the timely information our advertisers desire.

By advertising on WebCrawler, advertisers will be able to copy test their ads 24x7. This advanced technology will enable the advertiser to see which ad is performing best, and eliminate wasting funds on ineffective ads. Advertisers will also have the ability to dynamically target ads so that the right ad is seen by the most appropriate visitor to the site, thus increasing the effectiveness of that ad.

About NetGravity

NetGravity, founded in September 1995 and based in San Mateo, CA, is the premier developer of software solutions for

The NetGravity AdServer delivers practical, powerful and reliable advertising management benefits:

1. Web site advertising inventory management
2. Dynamic ad targeting
3. Real time information
4. Sales process automation
5. Extensible API

About GNN

GNN, a service of America Online, Inc. (AOL), is the world's first fully-integrated Internet service. GNN (http://gnn.com) provides dynamic programming and navigational resources and offers its subscribers national Internet access, e-mail, and Web-publishing tools. GNN and its WebCrawler search service (http://webcrawler.com) comprise two of the most highly trafficked sites on the Web. Personal computer owners can obtain GNN software by calling 1-800-819-6112.

NOTE: The brands and service names GNN, WebCrawler and GNN Select are all trademarks and/or registered service marks of America Online, Inc. All other brands, products and service names mentioned are trademarks or registered service marks of their respective owners.

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