

ADCONION MEDIA GROUP AND TEMPEST MEDIA INTEGRATION COMPLETE

Melbourne, May 15, 2009

Following the acquisition of leading Australian site representation business Tempest Media in July 2007, Adconion Media Group announced that it has now fully integrated the business into its core operations. The two networks will continue as one brand going forward, with the integration of people, technology and products now complete.

Alex Littlejohn, Managing Director of Adconion Media Group said “over the last 6 months the Tempest and Adconion management teams have been working closely together to chart our evolution and growth plans for the next 24 months. On the strength of the Tempest site representation business and our audience network business, we experienced exponential growth in 2008 and now is the right time to continue this path and concentrate our people and resources under our core businesses brand.”

Adconion will focus on its existing audience network business as well as the market entry of 2 Group companies:

Email marketing division **Frontline Direct** is already operational in Australia and announcements surrounding Branded Entertainment and Video Content Syndication business **RedLever** (www.red-lever.com) will follow shortly.

About Adconion:

www.adconion.com

www.think-digital.com.au



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Recognised as Australia's leading independent advertising network, Adconion launched its Australian business in July 2007 and now counts over 33 employees in Sydney, Melbourne and Brisbane.

Globally, Adconion Media Group (www.adconion.com) is the largest independent audience and content network. Dedicated to true partnerships with agencies and marketers, Adconion arms agencies with customised technology and products designed in-house while delivering massive global reach across multiple platforms through a single network. Adconion reaches nearly 300 million unique users worldwide; 1/3 of the total global Internet population. Adconion is also an international leader in evolving the ad network model to create, distribute and monetize video content via its video syndication product, Adconion.TV, and branded content development and distribution arm, wholly-owned subsidiary RedLever (www.red-lever.com).

The company completed a record \$80 million Series C round of funding led by Index Ventures in February 2008, and won the Investor AllStars award for 2008 "Deal Envy of the Year" in addition to being named to the Library House list of the hottest 100 private mediatech companies in Europe.

Adconion has 16 offices in seven countries around the world, including London, Hamburg, Munich, New York, Los Angeles, Paris, and Madrid. Adconion is a member of the International Advertising Bureau (IAB) and a founding member of IASH Europe.

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