

ADCONION MEDIA GROUP SURPASSES GOOGLE BY 14% IN TOTAL REACH TO BECOME #1 IN ITS AUSTRALIAN MARKET

SANTA MONICA, Calif. – September 15, 2011 - Adconion Media Group has further strengthened its position as one of the fastest growing digital advertising companies, surpassing Google over five consecutive months to become the highest reaching distribution platform in its Australian market.

According to comScore's July 2011 report, Adconion's Joost and Adconion Direct are the largest digital distribution platforms in Australia reaching 14% more users than Google's Content Network since June, and 19% more than ValueClick in July.

Adconion's success in Australia is attributed to its recent restructuring and new product offerings to date. As Adconion sees the Australian market to be representative of the U.S., the U.K., Canadian and German markets, it has oftentimes been used as a testing ground for new corporate initiatives and strategies as well as new product launches.

"It is apparent that our new product launches and sharpened focus to deliver the best brand and performance solutions to our clients and partners is paying off," said Tyler Moebius, CEO and co-founder of Adconion Media Group. "We are excited to continue to deploy our solutions in the rest of our markets and hope to see the same positive results across the globe."

This year alone, Adconion successfully launched three separate business units to offer customized solutions to agencies and marketers worldwide through its Adconion Direct, Joost and Magnify Platform Services platforms.

About Adconion Media Group

Adconion Media Group (www.adconion.com) is one of the largest independent global audience and video content networks, reaching over 325 million unique users – or one-quarter of the total global Internet population – every month. Dedicated to true partnerships with agencies and marketers, Adconion provides customized solutions and innovative products designed in-house while delivering significant global reach across multiple platforms through a single network.

As a digital media holding company, it manages a portfolio of brand and performance solution businesses worldwide. Adconion wholly owns Adconion Direct, a multi-channel distribution platform spanning display, email and social media; Joost, a digital media company that connects brands and audiences; RedLever, a global studio specializing in developing and producing brand-integrated and associated content; and Magnify Platform Services, an end-to-end, solution-focused services and technology. Adconion has 16 offices in 8 countries around the world, is a member of the Interactive Advertising Bureau (IAB), is one of the first companies to be IAB certified with its first ever Ad Networks & Exchanges Quality Assurance program in the US and is a founding member of IASH Europe.