

ADCONION CANADA ANNOUNCES EXCLUSIVE AGREEMENT WITH YIDIO.COM, THE WORLD'S FIRST SOCIAL ENTERTAINMENT NETWORK

TORONTO, ON – August 13, 2010 – Adconion Media Group, the world's largest content distribution and monetization platform, today announced an agreement to exclusively represent Yidio.com in Canada. The world's first social entertainment network will be part of Adconion's Joost Video Network and further complement Adconion Canada's expanding portfolio of video solutions for advertisers.

Adconion's Joost Video Network already reaches more than 61 per cent of the country's Internet users, and the addition of Yidio.com further extends the network's online reach to a highly engaged audience. According to comScore Media Metrix, Canadians watch more videos online than any other nation in the world. Currently, Yidio.com attracts 447,000 unique visitors and six-million page views in Canada each month, and its popularity in Canada has grown by more than 147 per cent since June 2009 (comScore, June 2010).

Yidio.com provides Canadians with simply the best way to watch TV and movies online, aggregating TV programming, movies and video content that includes more than 300,000 TV episodes from nearly 5,000 shows including *Jersey Shore*, *The Hills*, and *Desperate Housewives*. As the world's first social entertainment network, Yidio lets users create highly personalized TV schedules and profiles based on their favourites shows, receive daily reminders about new episodes, and share or discuss shows through Twitter and Facebook in real-time.

"We're thrilled to have the opportunity to give Canadian advertisers access to the highly engaged audiences on Yidio.com," said Tina Mooney, director of sales, Adconion Canada. "Canadians are increasingly partnering their online video viewing experience with sharing video content with friends through social networks, and Yidio.com is a leader in giving Canadians what they want when it comes to online entertainment."

As part of this exclusive agreement, Adconion's Joost Video Network and Yidio.com will work closely together to bring new creative formats and video capabilities to market to help advertisers reach Canadian audiences via online TV, movies and video. The agreement is in effect from now through to August 2011.

"We are extremely excited about the opportunities available to advertisers through this partnership with Adconion," said Adam Eatros, co-founder and chief operating officer, Yidio. "Adconion's Joost Video Network advertisers, paired with our extensive and growing audience, is a natural fit for both in-video advertising and premium rich media display ads."

In Canada, the Adconion Media Group reaches more than 15.7 million unique monthly visitors. Globally, Adconion reaches nearly 400 million unique users, or one-third of the global Internet population, every month.

–30–

Note to editors: The Adconion logo is available at <http://www.adconion.com/ca/about-us/downloads.html>.

Contacts

Environics Communications for Adconion:

Amy Clark / Jesse Kohl
Environics Communications
416-969-2758 / 416-969-2709
aclark@environicspr.com / jkohl@environicspr.com

ABOUT ADCONION

Adconion Media Group (www.adconion.com) is the world's largest independent content distribution and monetization platform, reaching nearly 400 million unique users – or one-third of the total global Internet population every month. Adconion is dedicated to providing advertisers and publishers with the best products, technology and data analysis to create successful online campaigns across multiple platforms through a single network, and is an international leader in evolving the ad network model to create, distribute and monetize video content.

Combining the power of global reach with local presence, Adconion helps advertisers reach customers throughout the marketing funnel with its breadth of products, from video and display advertising to search retargeting.

The company completed a record £40.9 million Series C round of funding led by Index Ventures in February 2008 – the largest media private equity investment in European history. In late 2009, Adconion acquired certain assets of Joost, the online video service; in April 2010, Adconion's newly launched Joost Video Network debuted at number 2 on comScore's Video Metrix® report – second only to Google.

Adconion has won the Investor AllStars award for “2008 Deal Envy of the Year,” in addition to being named in the Library House list of the hottest 100 private mediatech companies in Europe. The company was also listed in BusinessWeek's Top 50 European Technology Start-Ups for 2009, and was ranked the second fastest growing media company globally by the Media Momentum Awards in May 2010.

Adconion has 17 offices in 7 countries around the world, including London, Munich, Hamburg, Dusseldorf, Paris, Madrid, Toronto, Los Angeles, New York, San Diego, Chicago, Sydney, Melbourne, Detroit, San Francisco, Brisbane, and Baar. Adconion and sits on the board of the Internet Advertising Bureau (IAB), is a member of the EIAA (European Interactive Advertising Association) and IASH Europe, and is accredited by the Network Advertising Initiative (NAI).

For more information, visit www.adconion.com.

ABOUT YIDIO

Yidio is the definitive guide for accessing, managing, and watching TV shows and movies across multiple providers online. While aggregating more than 300,000 TV episodes and 31,000 movies, Yidio has turned the extremely unorganized online TV and movie market into easy to use episode guides that make finding premium content simple. In addition to having one of the most extensive TV and movie libraries available online, Yidio has numerous social features to expand discovery, socialization, and sharing of content across social networks. Yidio has developed a unique environment for users to interact real-time with millions of entertainment fans around the world.