

ADCONION CANADA ANNOUNCES EXCLUSIVE AGREEMENT WITH LEADING INTERACTIVE ENTERTAINMENT MAGAZINES ZIMBIO.COM AND STYLEBISTRO.COM

TORONTO, ON – October 13, 2010 – Adconion Media Group, the world's largest content distribution and monetization platform, today announced an exclusive Canadian advertising representation agreement with the publisher of online interactive entertainment magazine Zimbio.com and its recently launched sister site, Stylebistro.com, a celebrity style and fashion magazine. As a leading interactive magazine publisher, Zimbio Inc.'s properties will further complement Adconion Canada's expanding roster of entertainment, fashion and beauty solutions for advertisers.

Zimbio.com is the third largest entertainment news site in Canada (comScore, July 2010), and was awarded Best Online Magazine of the Year in 2009 by the U.S.-based Web Marketing Association. In Canada, Zimbio and StyleBistro together attract nearly one million Canadians each month (comScore, July 2010). Zimbio Inc.'s online magazines are enhanced with video content, the latest news and images, and interactive features such as games, polls, and tools. Canadian visitors can also find additional content from sources such as Entertainment Tonight, Reuters and Getty Images, along with the original content at Zimbio.com.

"Advertisers in Canada know how Canadians seek out entertainment, celebrity, fashion and beauty content online, and we're thrilled to give them access to solutions through these amazing properties," said Tina Mooney, director of sales, Adconion Canada. "These websites keep a lighthearted approach to entertainment and style, and we'll be working with Zimbio to help Canadian advertisers with custom opportunities, such as channel and section sponsorships, branded event coverage, wallpapers and re-skins and other unique initiatives, as well as handling all standard IAB advertising formats for these websites in Canada."

Zimbio websites provide significant targeting options for Canadian advertisers, including content based on movies, television, music and musicians, celebrity style, celebrity moms, Hollywood power couples, famous athletes, and more. Canadian advertisers working with Adconion will also be able to pursue advertising initiatives based on Zimbio content around major events such as the Oscars, the Golden Globes, and the Toronto International Film Festival.

"We are delighted to partner with Adconion in the Canadian market," said Tony Mamone, co-founder and CEO of Zimbio. "The Adconion team has a proven track record of connecting trusted brands with digital audiences through high impact campaigns and sponsorships. It's exciting to now combine their sales expertise with our unique approach to online magazine publishing."

In Canada, the Adconion Media Group reaches more than 15.5 million unique monthly visitors. Globally, Adconion reaches nearly 350 million unique users, or one-third of the global Internet population, every month.

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

Contacts

Environics Communications for Adconion Canada:

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 350 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 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 ZIMBIO INC.

Zimbio, Inc is an interactive magazine publisher focused on entertainment, style, and other pop culture topics. The company publishes two popular online magazines read by over 20 million people each month. Zimbio.com is one of the 10 most popular Entertainment News properties on the web and the newly launched StyleBistro.com is already one of the 20 most popular Style, Fashion, and Beauty properties. The company is based in San Carlos, CA, and is venture-backed by Menlo Ventures and Draper Richards.