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MSN GLOBAL SALES EXPERT JOINS ADCONION TO SET UP NEW DIVISION

Adconion Media Group, one of the world's fastest growing online advertising networks, has appointed online sales expert Nick Higgins to establish and head its new global sales division.

Nick joins Adconion from MSN, where he spent the past nine years leading sales teams in various locations across Europe and Asia Pacific. During this time, Nick was instrumental in building and leading MSN's local and multinational sales teams.

Prior to joining MSN, Nick spent two years working at full service agency, Maher & Holmes Sydney, as well as in radio and television sales with the Australian Radio Network in Melbourne and Channel Ten in Sydney.

The newly formed global sales division will be responsible for servicing clients with cross-border requirements. It offers clients one point of contact, a central strategy, and the ability to service multiple markets across a variety of digital media platforms such as display, video, email, search and mobile.

Nick's first task as director of global sales will be to build a new global team according to agency and clients needs. This process of researching these requirements has taken him from Asia to North America and Europe.

Commenting on the new global sales strategy, Nick said: "As media consumption habits evolve, advertisers find they need global media partners who understand consumers and their digital lifestyles. Being content and platform agnostic allows us to focus our efforts on technology as the solution, such as behavioural targeting, rather than site specific. This new business model means that we can be agile in a fast moving environment.

"With the completion of our global platform, we are finding more and more clients approaching us for multi-market, long term partnerships. We're building a world class sales team that will have strong ties with product development, research and our local markets providing clients with business efficiencies and learning capabilities."

Adconion has also bolstered its UK sales team with two new senior appointments:

Melanie Hewitt joins Adconion as an account director with twelve years sales experience in print, broadcast and digital media. Prior to joining Adconion, Melanie was Webgains European Affiliate Network's head of corporate sales. Before this, Melanie spent six years as agency sales/supplements manager for The Times newspaper.

Reshmi Mannick also joins Adconion as a senior account manager. Reshmi was most recently a senior account manager at TMN Media, where she was responsible for accounts including the Aegis Group, Zed Media, Ogilvy Worldwide, and Quantum BLM. Prior to that, Reshmi worked in sales roles for email marketing company IPT, as well as information management provider Consodata.

Kevin Smyth comes to Adconion as an account manager from digital advertising network Miva UK Ltd. At Miva, Kevin's work focused on search and pay-per-click; his responsibilities included day-to-day contact with the search teams for Vizeum, Carat, Latitude, Mediacom and Diffiniti, while managing key accounts and helping grow the business with new opportunities for advertisers.

Mike James, MD Adconion UK says, "Our ambition at Adconion is to be the world's leading ad network, providing both advertisers and publishers exceptional service and a unique and top quality product offering. The formation of a global sales team, as well as the new additions to the UK sales team, demonstrate our commitment to this goal; we are confident that their experience will help us achieve our goal of becoming Number One."

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The logo of Adconion is available at
http://pz.vibrio.de/k/Adconion/pb/unt/bild_adconion_logo1.jpg.

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About Adconion:

Adconion Media Group is an international, independent Advertising Network. Since its founding in 2004 the company has focused on the realization of performance-driven branding campaigns that deliver massive global reach. Adconion's clients consist of advertising agencies and direct advertisers as well as its partner base of premium websites from a wide range of sectors. Adconion combines its in-house technology and high touch client service with quality media to exceed its partners campaign objectives. Adconion has offices around the world in London, Munich, Hamburg, Paris, Melbourne, Sydney, New York, Toronto and Santa Monica. Adconion is member of the International Advertising Bureau (IAB) and a founding member of IASH Europe. Visit Adconion at www.adconion.com.