

September 2008

ADCONION MEDIA GROUP APPOINTS YAHOO!'S MARK CONNOLLY

Adconion, the largest independent global online audience network, has appointed business development expert Mark Connolly as its new commercial director.

Mark joins Adconion from Yahoo!, where he led the commercial development team, and was responsible for revenue targets of £80 million. Under Mark's leadership, the team focussed on educating potential and existing clients about the Yahoo! network offering, working closely with the media planning community to ensure that online remained at the heart of client brand communication plans.

Mark will work across new business development at Adconion and assumes responsibility for the commercial side of the fast-growing business. His appointment brings Adconion UK into line with its operations in France and Germany, which already have commercial directors.

The appointment is the most recent in what has been a year of rapid expansion at Adconion which has grown from a headcount of 20 at the beginning of the year to 40 currently.

Mark joined Yahoo! in October 2006 in the newly created role of head of commercial development. Prior to his time at Yahoo!, Mark was at ids, the broadcast sales house for Virgin Media, where he was controller of interactive sales. As well as this, he held the role of online commercial development manager at GMTV, and also worked within the media sales research team at BSKyB.

Commenting on his appointment, Mark said: "I've always looked to work at fast-moving, innovative companies and my move to Adconion is no exception. The company works with some of the biggest names in their respective sectors and it's great to be part of an international company which is growing so quickly. The fact that they are the world's biggest independent audience network makes them an even more compelling proposition."

Mike James, managing director at Adconion, added: "Bringing in Mark has been a great coup for us. We're continuing to grow incredibly quickly, and hiring outstanding people who have built their experience at the UK's leading online businesses means we're well on our way to fulfilling our ambition to become the UK's number one audience network."

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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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Note to editors:

About Adconion:

Adconion Media Group is the largest international, independent audience network, ranked number two in the global comScore ratings. Adconion completed a record £40.9 million (US\$80 million) Series C round of funding led by Index Ventures in February 2008.

Since its founding in 2005 the company has focused on the realisation 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 and is a member of the Internet Advertising Bureau (IAB) and a founding member of IASH Europe. Visit Adconion at www.adconion.com.