

September 2008

## **ADCONION MEDIA GROUP CONTINUES EUROPEAN GROWTH WITH NEW SUBSIDIARY IN SPAIN**

Adconion Media Group, the world's largest independent online ad network, is continuing its expansion in Europe with the launch of a new subsidiary in Madrid, Spain.

The launch of the new Spanish office marks another step in Adconion's ambition to become the world's leading online audience network. The operation will be headed up by Ángel Nebot as managing director, and Carlos Bolanos as business development director – both of whom possess considerable experience and are well-known and respected in Spain's online advertising community.

Ángel began his career in online media working with DoubleClick's sales department in 2000. He continued in this role after DoubleClick's media business was acquired by AdLINK in 2002, heading the sales team at AdLINK Spain before taking up his new role with Adconion Spain.

Carlos began his career in 1997 working for Draft as an account executive. A year later he joined the sales department at DoubleClick Media, where he was initially responsible for Latin America before moving onto local sales. Following AdLINK's acquisition of DoubleClick Media, Carlos joined AdLINK's media sales department where he was head of business development. In this capacity, Carlos helped build the network, coordinating relationships with over 100 publishers, including brands like Disney and MTV.

Adconion's Spanish operation will offer publishers two channels of revenue generation: either through site representation – where the publisher works exclusively with Adconion – or by becoming part of Adconion's advertising network, proven around the world. Meanwhile, Spanish advertisers will have the chance to run their campaigns on premium sites, where they can reach Adconion's extensive audience network, or using Adconion's superior email solutions.

Adconion has taken several steps this year to move forward its ambition of becoming the world's leading online audience network. In February, Adconion successfully secured a record £40.9 million (US\$80 million) of private equity funding. This was promptly followed by the acquisition of Frontline Direct, a leading US data management and direct marketing solutions provider, for £10.06 million (\$20 million) in cash and equity. Shortly thereafter, Adconion established its Global Sales Team, which 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.

"The Spanish online market is experiencing exponential growth and looks set to become a source of significant new revenue for us in Europe. We are delighted to have Ángel Nebot and Carlos Bolanos driving forward this new opportunity and are confident that they will lay the foundations for our success in Spain," says Arndt Groth, president Adconion Europe.

Ángel Nebot adds, “We are extremely pleased to be leading Adconion into the Spanish market. Adconion is a market leader in both technology and media. We are confident that with Adconion’s new ad-serving and targeting solutions, we will be able to successfully deliver superior services to advertisers, agencies and publishers.”

--Ends--

The logo of Adconion is available at [http://pz.vibrio.de/k/Adconion/pb/unt/bild\\_adconion\\_logo1.jpg](http://pz.vibrio.de/k/Adconion/pb/unt/bild_adconion_logo1.jpg)

### **Contacts**

Velvet Integrated PR

Omar Jamil, Claire Foss or Jo Sensini

Tel: 020 8996 1803/020 8996 1804 or 020 8996 1800

Email: [omar@velvetpr.biz](mailto:omar@velvetpr.biz) / [claire@velvetpr.biz](mailto:claire@velvetpr.biz) / [jo@velvetpr.biz](mailto:jo@velvetpr.biz)

### **Note to editors:**

#### **About Adconion:**

Adconion Media Group is the largest international, independent advertising 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](http://www.adconion.com).