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ADCONION MEDIA GROUP GROWS GLOBAL CORPORATE TEAM WITH KEY APPOINTMENTS

Adconion, the world's largest independent online audience network, has grown its global corporate team with two new key appointments.

Joanne Cox joins Adconion as **global marketing director** and will be responsible for all of Adconion's global corporate marketing communications and public relations.

Before joining Adconion, Joanne headed up Yahoo!'s European trade marketing, following its acquisition of BlueLithium in September 2007. This involved working closely with Yahoo!'s US operations to define a global strategy and deliver a coordinated approach of the brand to media and ad agencies, direct clients, website publishers and trade marketing press.

Over her 11-year career, Joanne has worked in a range of media and consultancy roles. She was a media account director at Wheel/LBI, where she headed up accounts such as Starbucks, Mothercare, Starwood Hotels and Marks & Spencer, and business marketing manager at Freeserve/Wanadoo/Orange. Joanne also spent four years overseeing all marketing and communications at 24/7 Real Media, having joined the company when it was still a start-up. During this time, Joanne organised what was later hailed by Campaign magazine as 'The Best New Media Party Ever'.

Luis Morcillo joins as Adconion's new **global corporate counsel**. Luis is qualified to practise in both the UK and Spain and will advise Adconion on a broad range of corporate and commercial law issues.

Before taking on his new role at Adconion, Luis was working as a senior associate at the London office of American law firm Paul Hastings, one of the world's leading advisors to financial institutions and Fortune 500 companies. In this capacity, Luis advised on a wide range of transactions, including several stock exchange listings, public and private takeovers, international joint ventures, and fund formations. Luis has expertise in cross-border transactions, and has worked on deals in countries including the Netherlands, Korea, Russia, the Ukraine, Italy, Denmark and Luxembourg.

Dr. Matthias Quadflieg, chief operating officer Adconion, says, "We are rapidly expanding our global presence and moving closer to achieving our goal of becoming the world's leading online audience network. The addition of Joanne and Luis to our global corporate team will help us build a strong and cohesive international brand and drive forward client acquisition and retention, while constantly monitoring the complexity of legal issues in our various target markets."

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The Adconion logo is available at http://www.adconion.com/en_gb/company/downloads.html

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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, Madrid, 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.