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ADCONION'S GLOBAL SALES TEAM OFFERS 'ONE STOP SHOP' FOR GLOBAL CAMPAIGNS

Adconion Media Group, the world's largest independent online audience network, has put the final touches to the EMEA (Europe, the Middle East and Asia) division of its global sales team and is now set to deliver clients a single point of contact for pan-regional and global campaigns.

Adconion is now one of the only networks possessing a global sales team able to service multinationals looking to run simultaneously-launched global campaigns. The team offers clients with multi-market requirements a single point of contact, central strategy, and the ability to service all major regions (EMEA, Asia-Pacific and the Americas) and developing markets.

The new team brings together a group of young and agile communications professionals, under the leadership of international digital media veterans Nick Higgins, global sales director, and Dan Ginns, EMEA sales director. The team possesses combined experience of 60 years across a range of media backgrounds, including full service agency outdoor, radio, television, print, direct marketing and digital.

Dan Ginns says, "It is hugely satisfying to have the EMEA team completed. With these new additions, we have a multi-disciplined team with experience gained across the whole media landscape. I believe that together we can offer true specialist solutions, deliver our clients real value and play our part in helping Adconion become the world's leading online audience network."

Nick Higgins adds, "The combination of our thorough knowledge of audiences, solid understanding of client objectives and long-term international partnerships has enabled us to create something really truly unique with the global sales team. Our ability to offer multinational clients services across display, video and email within a third of the world's online markets allows Adconion to offer real value to planners, while delivering positive campaign results in a tight economic climate."

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

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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 is a member of the Internet Advertising Bureau (IAB) and a founding member of IASH Europe. Adconion has 16 offices around the world in London, Munich, Hamburg, Düsseldorf, Paris, Madrid, Moscow, Melbourne, Sydney, Toronto, Detroit, Chicago, New York, Seattle, Los Angeles and San Diego. Visit Adconion at www.adconion.com.