

NetShelter Technology Media Launches Exclusive UK Partnership with Adconion Media Group

Technology Media Leader Expands Global Footprint with Top International Audience Network

SAN FRANCISCO – October 11th, 2010 – [NetShelter Technology Media](#), the world's largest and most engaging tech media entity*, today announced that it has launched an exclusive partnership with [Adconion Media Group](#), the largest independent global audience network. Through this agreement, UK-based brand marketers and agencies can now tap into NetShelter's powerful network of technology influencers to create more impactful marketing programs that can amplify the impact of a single marketing message many times over. NetShelter empowers marketers to influence buying behavior by marrying their messages into highly engaging editorial environments.

Having recently secured a \$15 million Series B round of funding, NetShelter encompasses more than 200 IT, mobile and consumer electronics content sites and blogs, which generate over 133 million monthly unique visitors*. In the UK, NetShelter attracts an audience of 8.4 million monthly unique visitors.

"To help us execute our global expansion efforts, we sought a partner that could deliver targeted content with exceptional reach across the UK and other European markets," said Peyman Nilforoush, CEO and co-founder of NetShelter Technology Media. "Through their established leadership position and impressive team, we identified Adconion as the right partner to help us realize our vision."

Adconion will drive online display, video and bespoke sponsorship opportunities for NetShelter and will be responsible for all of NetShelter's UK sales. Darren Higham, director of UK sales for NetShelter, will work with the Adconion sales team to deliver advertising solutions across the UK, while working with Adconion's Global Sales Team in additional international markets.

"We are incredibly excited to have NetShelter as our partner in the UK because of their global leadership in tech media," said Mark Connolly, commercial director at Adconion Media Group. "Their powerful network of technology influencers enables Adconion to deliver niche audiences at scale. This deal represents a major coup for Adconion and we look forward to the opportunities that lie ahead."

*comScore Media Metrix August 2010

About NetShelter Technology Media:

NetShelter's mission is to help technology publishers, marketers and consumers become more informed, influential and successful. NetShelter was founded to take advantage of a significant void in technology media that with the explosive growth of the technology industry, it was simply not possible for any single media entity to credibly cover all aspects of the category.

NetShelter's approach is grounded on the principle of openness and that anyone can add relevance the end product. Through this, NetShelter has attracted over 200 tech content sites and blogs that are highly credible and influential in their respective areas of expertise. The open nature of NetShelter's approach

allows the company to offer marketers a combination of niche content at scale that is unmatched by others.

As a result, NetShelter has grown to become the leading technology media company (with over 133 million unique monthly visitors, according to comScore), while delivering on the goal of building the most influential technology media company. On average, NetShelter's sites deliver significantly higher levels of engagement compared to all other technology media companies.

NetShelter's content sites and blogs are concentrated across the IT, Mobile and Consumer Electronics categories.

NetShelter is headquartered in San Francisco with offices in New York, Toronto and the United Kingdom. NetShelter Technology Media is backed by venture funding from Rho Ventures, Rho Canada and JLA Ventures. <http://www.netshelter.net>.

About Adconion:

Adconion Media Group (www.adconion.com) is the world's largest independent content distribution and monetisation platform, reaching nearly 400 million unique users – or one-third of the total global Internet population every month. Adconion is dedicated to providing advertisers and publishers with the best products, technology and data analysis to create successful online campaigns across multiple platforms through a single network, and is an international leader in evolving the ad network model to create, distribute and monetise video content.

Combining the power of global reach with local presence, Adconion helps advertisers reach customers throughout the marketing funnel with its breadth of products, from video and display advertising to search retargeting.

The company completed a record £40.9 million Series C round of funding led by Index Ventures in February 2008 – the largest media private equity investment in European history. In late 2009, Adconion acquired certain assets of Joost, the online video service; in April 2010, Adconion's newly launched Joost Video Network debuted at number 2 on comScore's Video Metrix® report – second only to Google.

Adconion has won the Investor AllStars award for "2008 Deal Envy of the Year," in addition to being named in the Library House list of the hottest 100 private mediatech companies in Europe. The company was also listed in BusinessWeek's Top 50 European Technology Start-Ups for 2009, and was ranked the second fastest growing media company globally by the Media Momentum Awards in May 2010.

Adconion has 16 offices in 7 countries around the world, including London, Munich, Hamburg, Dusseldorf, Paris, Madrid, Toronto, Los Angeles, New York, San Diego, Chicago, Sydney, Melbourne, Detroit, San Francisco and Brisbane. Adconion and sits on the board of the Internet Advertising Bureau (IAB), is a member of the EIAA (European Interactive Advertising Association) and IASH Europe, and is accredited by the Network Advertising Initiative (NAI).

For more information, visit www.adconion.com.

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