

ADCONION MEDIA GROUP STACKS-UP ON AD TECH EXPERTISE AND APPOINTS THOMAS FALK TO THE BOARD

LONDON, 25 November 2011 – Adconion Media Group announced today that Thomas Falk will join its board of directors, effective immediately. The internet entrepreneur and investor Thomas Falk is a co-founder of smartclip through his venture capital company eValue. smartclip, the leading European company in digital video advertising, was recently acquired by Adconion as part of its strategic commitment to become a leader in online video advertising.

Dr Neil V. Sunderland, Chairman of Adconion Media Group, commented:

“Thomas Falk is one of the internet entrepreneurs driving the digital agenda. His experience and vision, particularly in relation to the online video and ad tech platforms, brings invaluable expertise to the Adconion board.”

“Thomas’ appointment reinforces our intention to strengthen Adconion’s position in building the largest global multi-channel digital distribution platform. I am confident that Thomas will provide our board and management team with fresh ideas and direction in the rapidly changing digital advertising landscape.”

After selling his company, Falk eSolutions, to DoubleClick, Thomas Falk acted as EMEA President at DoubleClick. He then founded and served as CEO of the eValue Group, comprising the publicly traded eValue Europe AG, the international media investment bank Digital Capital Advisors, and the US-based investment fund Revel Partners. Thomas’ interests cover the complete digital value chain including online video, mobile advertising, rich media, ad-serving, targeting and performance marketing. In these areas, he has supported companies from their formation through their international expansion and, in several cases, implemented successful exits.

Adconion’s board comprises distinguished figures from the digital and investment community. The enlarged board of directors will continue to support Adconion’s global growth and investment in technological innovation within the online digital advertising space.

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ABOUT ADCONION MEDIA GROUP

The Adconion Media Group (www.adconion.com) operates one of the largest multi-channel digital distribution platforms, with a potential reach of 687m unique users monthly across display, video, social and email. This reach corresponds to more than half the global online population. Dedicated to strong partnerships with agencies and marketers, Adconion provides customized solutions and innovative products designed in-house which are delivered across multiple screens on a single platform. As a digital media holding company, Adconion provides a portfolio of brand and performance solutions for advertisers worldwide. Adconion Media Group wholly owns Adconion Direct, providing performance solutions spanning display, email and social media; Joost, a digital media company devoted to video and content syndication; RedLever, a studio specializing in developing and producing brand-integrated and associated content; and smartclip, Europe’s leader in digital video advertising.

Adconion has 27 offices serving 18 countries around the world. It is a member of the Interactive Advertising Bureau (IAB), is one of the first companies to be IAB certified with its unique Ad

Networks & Exchanges Quality Assurance program in the US and is a founding member of IASH Europe.

The Adconion logo is available at <http://www.adconion.com/uk/about-us/downloads.html>

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