



Adconion Direct announces two Internal Promotions

**Geisla De Souza Director of Network Operations
and
Yiorgos Hadjiandrea named National Sales Director**

LONDON, 22 July 2011 – Adconion Direct, the newly created multi-channel Digital Distribution Platform (DDP) for direct response marketing, has named Geisla De Souza Director of Network Operations and Yiorgos Hadjiandrea National Sales Director. The appointments are effective immediately. Both will report to Matt Hunt, UK Managing Director of Adconion Media Group and head of Adconion Direct.

Geisla joined Adconion Media Group from Specific Media in February 2011 bringing with her more than ten year's experience in the online ad operations industry. As Director of Network Operations she will have overall responsibility for media, delivery and the performance of all Adconion Direct's advertising campaigns. Prior to working at Specific Media, Geisla spent four years at CBS Interactive as UK Ad Operations Manager and five years at FT.com.

Yiorgos has been with Adconion Media Group since July 2007 and has progressed through to senior management. He is a renowned figure in the digital media industry in the North of England establishing an office in Leeds and overseeing business development for Adconion Media Group. In 2009 he was promoted to Regional Account Director with responsibility for all clients outside of London. Prior to joining Adconion Media Group, Yiorgos worked at Microsoft as an Account Manager where, among other achievements, he was awarded the BJK&E (now known as MAXUS) and Mercedes Media Award.

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The Adconion Direct logo is available from Six Degrees

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

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ABOUT ADCONION DIRECT

Adconion Direct is Adconion Media Group's multi-channel Digital Distribution Platform (DDP) for direct response marketing. Adconion Direct differs from single channel networks that only offer display placements. Adconion Direct works across multiple digital channels including display, email and social media. As a single technology platform, it further differentiates itself from networks by offering greater control over inventory as the decision making occurs at a creative, audience, channel and platform level, ensuring better campaigns perform better.

Adconion Direct combines a specialised team with Adconion Media Group's proprietary technology and advanced targeting algorithm, to deliver the right person, in the right channel, at the right time to guarantee ROI for advertisers.

Adconion Media Group is one of the world's largest independent content distribution and monetisation platform, reaching nearly 325 million unique users – or one-quarter of the total global Internet population every month.

For more information visit: www.adconion.com