

Adconion seduces Specific Media's Director of Ad Operations

LONDON, 14th February 2011 – Adconion Media Group (www.adconion.com), the largest independent global audience and content network, today announced that it has appointed Geisla de Souza as UK Director of Ad Operations.

Having left rival network Specific Media to join Adconion, de Souza brings more than ten years of experience in the Online Ad Operations Industry. Since joining on November 13th 2010 De Souza has re-structured the Ad Ops department and implemented key strategy changes.

De Souza will have overall responsibility for delivery and performance of all of Adconion's online advertising campaigns and will be managing a team of ten senior staff to help expand and sustain Adconion's client relations with 3,000+ premium websites worldwide.

Prior to joining Adconion, de Souza held the position of UK Ad Operations Director at Specific Media, following four years at CBS Interactive as UK Ad Operations Manager and five years at FT.com.

"We are delighted to welcome Geisla to our executive team" commented Matt Hunt, Managing Director of Adconion UK. "Geisla has an exceptional track record, not just in terms of Ad Operations experience, but in management and client relations. This is an exciting time for Adconion and Geisla's expertise and experience will play a key role in the company's development. She is the perfect person to help with our growth plans."

De Souza commented: "For me, Adconion was an irresistible proposition. Adconion has an outstanding reputation in the industry and is currently evolving the ad network model far beyond anyone else in the market. They offer a full package of advertising and content distribution, content creation and monetisation. I am looking forward to working with such a committed and dynamic team."

Geisla is an active member of the AdMonsters Group and IAB Behavioural Targeting Committee.

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

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ABOUT ADCONION MEDIA GROUP

Adconion Media Group (www.adconion.com) is the largest independent global audience and content network, reaching nearly 350 million unique users – or one-third of the total global Internet population – every month. Dedicated to true partnerships with agencies and marketers, Adconion arms agencies with customized technology and products designed in-house while delivering massive global reach across multiple platforms through a single network, and is an international leader in evolving the ad network model to create, distribute and monetize video content. Adconion has 16 offices in 7 countries around the world, sits on the board of the Interactive Advertising Bureau (IAB) and is a founding member of IASH Europe.

For more information, visit: <http://www.adconion.com>