

## ADCONION EXTENDS NETWORK THROUGH PARTNERSHIP WITH GOLDBACH GROUP WITH 2,000 EXCLUSIVE WEBSITES

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**LONDON, UK 15 February, 2011** – Adconion Media Group ([www.adconion.com](http://www.adconion.com)), the independent global audience and content network, today announced that its Global Sales Team has won the exclusive rights to represent the joint Goldbach Audience and ARBO networks for international advertisers and agencies in London.

The deal sees Adconion, Goldbach Audience and ARBO networks take up position as the largest pan-European online advertising and global video network, with a combined reach of 400 million users on more than 3,000 premium websites worldwide.

The Goldbach Audience and ARBO networks represent more than 2,000 websites and online advertising platforms across Switzerland, Austria, the Adriatic Region, Eastern Europe and Russia.

Following the deal, Adconion's Global Sales Team will be supported by Goldbach International staff, with specialist knowledge of the Eastern European and Russian markets, who will be permanently based in Adconion's London headquarters. Through the partnership, the Global Sales Team will be in a position to offer planner buyers and agencies a specialist, genuinely pan-European network with a dominant position in the Eastern European markets.

Arndt Groth, President Europe, Adconion Media Group commented: "Increasingly, we are seeing global brands and agency partners looking to conduct coordinated international campaigns but with nuanced, country-specific execution. Not only does Goldbach have the largest reach in each of its countries—more than 90 per cent in the case of Poland—but, by combining its portfolio with ours, we are now able to behaviourally segment audiences across all countries and territories. Through our partnership, we are now in the unique position of being able to offer global campaigns but with local insights and implementation."

"Through the partnership with Adconion Media Group, we can realise the potential of being the first truly pan-European online advertising network and offer a unique proposition to international agencies and brands in London" said Martin Radelfinger, Chief Strategy Officer, Goldbach Audience. "The combined sales power of Adconion's Global Sales Team in London will prove to be a great asset for our partner sites across our entire network."

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

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## ABOUT ADCONION MEDIA GROUP

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Adconion Media Group ([www.adconion.com](http://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>

## ABOUT THE GOLDBACH GROUP

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Goldbach Group is the leading network for electronic communications solutions as well as the logistics centre for advertising in private electronic, mobile and interactive media such as TV, Internet TV, Radio, Out-of-Home, Online, In Game, Search Engine as well as Mobile Advertising. The Goldbach Group is headquartered in Switzerland (Kusnacht-Zurich) and is active in Austria, Germany as well as in South eastern, Eastern Europe and Russia. Goldbach Group has been listed on the main market of the SIX Swiss Exchange since June 15th, 2007 (valor no. 487094, ISIN CH0004870942, symbol: GBMN).

For more information, visit: <http://www.goldbachgroup.com> or [www.goldbach.com](http://www.goldbach.com)