

ADCONION CEO TYLER MOEBIUS WINS ERNST AND YOUNG ENTREPRENEUR OF THE YEAR AWARD

LONDON, 1st July 2011 – Tyler Moebius, CEO of Adconion Media Group, one of the largest independent global audience and video content networks, has won Ernst & Young’s prestigious Entrepreneur of the Year Award for London and The South.

Celebrating its 25th anniversary the Ernst & Young Entrepreneur of the Year Award is considered to be one of the world's most prestigious business awards for entrepreneurs. It looks to recognise and celebrate the success of outstanding business people who are building, leading and growing dynamic and successful businesses.

The judges made their decision based on; entrepreneurial spirit, global impact, strategic direction, innovation, personal integrity/ influence and financial performance. The UK final will take place on the 8th of September, the UK winner will then go on to represent the UK at the global final in Monte Carlo on the 3rd of October.

Moebius commented: “I am incredibly honoured to have been shortlisted for such a prestigious globally-recognised award” said Moebius “I share this acknowledgement with everyone at Adconion. It is an exciting time for Adconion at the moment, as we look to aggressively evolve into a next generation digital media company.”

Moebius has been in the digital advertising space for nearly 15 years. He was one of the first 10 employees hired, and later invested in the funding rounds for aQuantive, the world’s largest digital media agency that was sold to Microsoft for around \$6 billion dollars in 2008.

He was responsible for strategic partnerships for the agency that included Yahoo!, MSN and AOL. After aQuantive went public on the NASDAQ, Moebius left to start up one of the first ad networks, TrafficMarketplace, which is still one of the largest networks in the U.S. He put in place similar partnerships with Yahoo! and AOL.

VivendiUniversal later acquired the business and appointed Moebius SVP and President of TrafficMarketplace responsible for its daily operations. In 2005 Moebius moved to Munich, Germany to begin his third venture EuroClick. EuroClick was later re-branded to Adconion opening offices in Munich, UK and the US, with the sole vision to build the world’s largest network.

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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 one of the largest independent global audience, and video content networks, reaching nearly 325 million unique users – or a quarter of the total global Internet population – every month. Dedicated to true partnerships with agencies and marketers, Adconion arms agencies with customised technology and products designed in-house while delivering significant global reach across multiple platforms through a single network, and is one of the international leaders in evolving the ad network model to create, distribute and monetise video content. Adconion has 16 offices in 8 countries around the world, is a member of the Interactive Advertising Bureau (IAB) and is a founding member of IASH Europe.

For more information, visit: www.adconion.com