

ADCONION MEDIA GROUP APPOINTS NEW UK MD

London, United Kingdom, 15th March 2010: Adconion Media Group, the world's largest content distribution and monetisation platform, today announced the appointment of Matthew Hunt as new managing director of the UK office.

Hunt has over a decade's experience in the digital media industry and brings to Adconion UK extensive experience in online content development, advertising, sponsorship, video, email marketing and cross platform content distribution.

As UK MD, Hunt will be responsible for driving the aggressive growth of Adconion UK's display advertising business, and delivering on Adconion's vision to become the world's largest content delivery and monetisation platform. He will also be working with content producers, advertisers, agencies and industry bodies to overcome the barriers preventing the widespread distribution and monetisation of online video content on the web.

Hunt was previously working with Adconion's Australian operations, where he was head of video, as well as managing director of RedLever, the premium digital branded entertainment studio. Hunt joined Adconion in November 2007 to lead the post-merger integration of Tempest Media, Australia's largest site representation firm, whose portfolio included Facebook, YouTube, Carsales, eBay, Seek and AOL, as well as email marketing company Zoom Direct. During his time in Australia, Hunt played an instrumental role in helping Adconion become Australia's top audience network, as well as developing Adconion's market position as a leading provider of online video solutions.

Hunt started in the online industry ten years ago with ZDNet, the world's largest online publisher of technology news and information (subsequently sold to CNET Networks in 2000 and then to CBS in 2008). As the company's Australian sales and marketing director, he was responsible for online sales, marketing and business development. He then transferred to the UK, where he was responsible for the launch and country management of CNET Direct UK. In his final role as CNET's commercial director and executive team member, Hunt's responsibilities included significant internal change management, as well as driving the aggressive growth of CNET's display media business amongst UK agencies.

Arndt Groth, Adconion president Europe, says, "We are really excited that Matthew will be leading the UK office as new MD. Matthew has a wide wealth of knowledge and experience in online video, which will prove invaluable as he helps drive forward our 2010 vision to become the world's leading 'one stop shop' provider of online video solutions.

“As UK MD, Matthew will also take the lead in continuing to develop and bring to market the ongoing video products suite offered by the Joost Video Network, which Adconion recently launched in the UK with great success.”

Hunt adds, “I am really excited to be joining Adconion UK as managing director. For the past 12 months my focus in Australia has been on bringing full marketing funnel solutions to advertisers, that range from in-stream, in-banner all the way through to display ad campaigns. I look forward to promoting the recently launched Joost Video Network to our advertiser and agency partners; an end-to-end solution offering a portfolio of video advertising capabilities, including pre-, mid- and post-roll video advertisements, with expert targeting and scale.”

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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

Adconion Media Group (www.adconion.com) is the largest independent global audience and content network. Dedicated to true partnerships with agencies and marketers, Adconion arms agencies with customised technology and products designed in-house, while delivering massive global reach across multiple platforms through a single network.

Adconion reaches nearly 350 million unique users worldwide – 1/3 of the total global Internet population – and is ranked number three in the global comScore ratings. Adconion is also an international leader in evolving the ad network model to create, distribute and monetise video content.

The company completed a record £40.9 million (US\$80 million) Series C round of funding led by Index Ventures in February 2008, and won the Investor AllStars award for 2008 “Deal Envy of the Year,” in addition to being named in the Library House list of the hottest 100 private mediatech companies in Europe.

Adconion has 16 offices in 7 countries around the world, including London, Munich, Hamburg, Dusseldorf, Paris, Madrid, Toronto, Los Angeles, New York, San Diego, Chicago, Sydney, Melbourne, Detroit, San Francisco and Brisbane. Adconion is a member of the International Advertising Bureau (IAB) and IASH Europe.