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**ADCONION MEDIA GROUP CONTINUES GLOBAL EXPANSION WITH ACQUISITION OF  
FRONTLINE DIRECT FOR £10 MILLION**

*Proprietary technology and relationships enable ad agencies and marketers to reach consumers  
across platforms*

Adconion Media Group, the global independent online advertising network, today announced it has acquired Frontline Direct, a leading data management and direct marketing solutions provider for £10.06 million (\$20 million) in cash and equity. Frontline has longstanding relationships with leading companies – including Experian and Reunion.com – as well as top interactive advertising agencies.

Adconion recently received £40.9 million (US\$80 million) in private equity funding, the largest online media investment in European history. The Frontline acquisition is the first strategic use of these investment funds.

“Beginning with my days as one of the first employees of Avenue A and through the founding of Adconion, my vision has always been to enable advertising agencies and marketers to reach the same consumer across platforms,” says Tyler Moebius, founder and chief executive officer of Adconion. “Integrating Frontline’s technology with our own and taking it global as part of our independent network is a significant step towards that goal.”

The acquisition of Frontline, including its proprietary data management technology, email products and 25 employees, fuels Adconion’s rapid global expansion, including the planned opening of a new office in San Diego. Globally, Frontline further enhances Adconion’s offering of branded solutions to advertising agencies and marketers worldwide, including audience targeting, video and email.

“Audience targeting (also known as behavioural targeting) is often an essential element of the campaigns that advertising agencies create for their client brands. The Frontline acquisition will help Adconion arm agencies with the technology necessary to compete in today’s evolving media landscape,” says Matthias Quadflieg, Adconion’s chief operating officer. “At the same time, we are extremely committed to respecting personal privacy and already adhere to the stringent European privacy standards.”



Kim Reed Perell, chief executive officer of Frontline Direct, adds: “Adconion is technologically and strategically a natural partner for Frontline. As part of Adconion’s independent global network we can instantly enhance our existing offerings for our clients and enable them to reach a much broader audience both here in the U.S. and abroad.”

Frontline Direct was represented by KPMG Corporate Finance in the transaction.

##ENDS##

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**About Adconion:**

Adconion Media Group is an international, independent Advertising Network which completed a record £40.9 million (US\$80 million) Series C round of funding led by Index Ventures in February 2008. Since its founding in 2005 the company has focused on the realisation of performance-driven branding campaigns that deliver massive global reach. Adconion’s clients consist of advertising agencies and direct advertisers as well as its partner base of premium websites from a wide range of sectors. Adconion combines its in-house technology and high touch client service with quality media to exceed its partners campaign objectives. Adconion has offices around the world in London, Munich, Hamburg, Paris, Melbourne, Sydney, New York, Toronto and Santa Monica. Adconion is member of the International Advertising Bureau (IAB) and a founding member of IASH Europe. Visit Adconion at [www.adconion.com](http://www.adconion.com).