

## BOILERPLATE

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Adconion Media Group ([www.adconion.com](http://www.adconion.com)) is the largest independent global audience and content network. 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. Adconion reaches nearly 300 million unique users worldwide; 1/3 of the total global Internet population.

In the U.S. Adconion grew faster than any other network – 62.3% – in the year ending November 2008, according to comScore Media Metrix. Adconion is also an international leader in evolving the ad network model to create, distribute and monetize video content via its video syndication product, Adconion.TV, and branded content development and distribution arm, wholly-owned subsidiary RedLever ([www.red-lever.com](http://www.red-lever.com)).

The company completed a record \$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 to 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, Hamburg, Munich, Dusseldorf, New York, Los Angeles, San Diego, Chicago, Detroit, San Francisco, Toronto, Paris, Madrid, Sydney, Melbourne and Brisbane. Adconion is a member of the International Advertising Bureau (IAB) and a founding member of IASH Europe.