

Press Release
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Adconion Media Group closes Series A Investment with Venture Capital Company Wellington Partners

Munich, April 26, 2007 – Adconion Media Group, an online advertising network headquartered in Munich and active worldwide, has seen its international expansion plans given a boost due to investment by the venture capital company Wellington Partners. As a result of its business success, Adconion will continue it's global expansion by opening new offices before the end of this year in France, Australia, Scandinavia, China, the USA and Canada.

Wellington Partners is a leading pan-European venture capital investor, specializing in assisting IT and media companies in the development of globally successful company structures. The company has now decided to invest in the Adconion Media Group, the online advertising network first founded in 2004 as EuroClick, and head up its first round of financing. The partners have agreed to maintain confidentiality on the size of the investment. This participation brings Adconion closer to its goal of becoming, in the foreseeable future, the world's largest independent ad network.

Frank Boehnke, General Partner at Wellington Partners, gave the reasons for Wellington's participation as being the proven success of the Adconion business model in the marketplace and the unique underlying ad serving technology. "With this technology, Adconion Media Group offers customers online forms of advertising that generate a high success rate and thus an optimum return on investment. We are confident that this represents a promising model with a strong growth potential in a market that's already expanding vigorously."

T. Tyler Moebius, CEO of Adconion Media Group, welcomes the participation of this renowned venture capital company. "Development of our international business activities and our local presence in countries such as France, Australia, Scandinavia, China the USA and Canada will quickly come to fruition due to this investment by Wellington Partners. Ad networks represent the next generation of online marketing and Adconion is already at the forefront."

Business Success fuels the Expansion

The development of an international presence is based on the success in the North American, German and British markets, with agencies and advertising companies increasingly using the independent ad network for their Internet campaigns. Adconion already racks up 30 million ad impressions a day in Germany (220 million worldwide), giving a reach of around 30 percent. In the USA, Adconion has a reach of 43 percent and is in the top ten according to comScore, while in the United Kingdom it lies in fifth position in the comScore ranking with 64 percent reach.

Adconion customers – agencies and advertising companies – use the proprietary ad platform to maximize the success of their online campaigns. This is ensured by the high-performance web-based ad serving and optimization technology. The system optimizes each campaign by combining campaign specific data with real time behavioral user data. This technology is the work of the Adconion development division located in Santa Monica (USA) and is one of the most powerful in the online marketing sector.

A press photograph of T. Tyler Moebius is available for downloading at:

<http://presse.vibrio.de/info/40244>

The logo can be obtained at: <http://presse.vibrio.de/info/43910>

We will be happy to send you a press photograph of Frank Boehnke on request.

About Adconion Media Group

Adconion Media Group is an international, independently operating Ad Network, headquartered in Munich, Germany, with offices in London and Los Angeles. Since its founding in 2004, the company has focussed on delivering results to both advertisers and media owners via its performance-based advertising leveraging best-in-breed technology. Adconion's clients consist of advertising agencies and direct advertisers as well as large online media owners, website operators. Adconion is a member of the German Bundesverband Digitale Wirtschaft (BVDW), the Internet Advertising Bureau (IAB UK www.iabuk.net) as well a member of IASH Internet Advertising Sales Houses www.iash.org.uk.

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About Wellington Partners

Wellington Partners (www.wellington-partners.com) ranks among the most successful pan-European venture capital firms. With € 500 million under management, the firm invests into opportunities throughout Europe that have the potential to become global leaders, mainly in the areas of Information Technology, Media Convergence and Life Science. Since 1991, Wellington has established a worldwide network to aid its entrepreneurs in building companies on a global scale.

Wellington Partners has invested in more than 90 companies in Europe and Israel, including publicly traded Actelion, SAF and XING, successful privately held companies like Alando (acquired by eBay) and ImmobilienScout24 (acquired by Deutsche Telekom) as well as current portfolio companies like Questico, Truphone and Wazap!.

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