

ADCONION APPOINTS RAMAZAN DEMIR AND PATRICK MEININGER AS EXECUTIVES

SANTA MONICA, CALIF. – FEBRUARY 4, 2010 - Adconion Media Group (www.adconion.com), the largest independent global audience and content network, today announced the appointments of Ramazan Demir as Chief Advisory Science Officer and Patrick Meininger as Chief Strategy Officer. Both men serve on Adconion's executive management and advisory team.

"Ramazan and Patrick are important additions to our executive team, as together they will improve our business by leading our growth in video and technology licensing while enhancing our capabilities in data interpretation and monetization," said Tyler Moebius, CEO, Adconion Media Group. "We are committed to providing agencies and advertisers with the best technology, products and information in the marketplace so their cross-channel campaigns achieve maximum effectiveness."

Demir has published numerous articles on optimization methods and applications and filed a number of pending patents in online advertising solutions for search and display. At Adconion, Demir will be advising Adconion's Science Team in designing and developing innovative targeting capabilities to best manage consumer experience and to provide better return on investment for advertisers.

Prior to joining Adconion, Demir held managerial roles in the marketplace design group at Yahoo!. He also serves as Vice President of Strategy and Business Development at Turk Telecom. A native of Turkey, Demir received a B.S. in industrial engineering from Bilkent University, and a Ph.D. in operations research from the Massachusetts Institute of Technology Sloan School of Management.

Meininger has been promoted to Chief Strategy Officer after having served as the Adconion's Vice President of Global Corporate Development since 2007. In his new role, he will be responsible for strategic partnerships and mergers and acquisitions as well as new business and efficiency initiatives. He also will be closely involved in determining appropriate partners for Adconion technology licensing. In November of last year, Goldbach Media Group, the leading marketer for private electronic, interactive and mobile media in Switzerland and Austria, became the first company to license Adconion's ad serving technology.

Meininger has nearly 15 years of experience in different corporate strategy and corporate finance roles in the media and high tech space. Prior to joining Adconion, Meininger was the Vice President of Strategy and Planning at T-Systems (Deutsche Telekom group) where he oversaw strategic planning and accompanied several mergers and acquisitions initiatives at the company's headquarters. He also served as Principal at Wellington Partners, one of Europe's leading venture capital firms, where he led numerous investment transactions in European IT, telecommunications and media companies. A native of Germany, Patrick graduated with a master's in information systems from the University of Münster and holds an M.B.A. from the University of California at Berkeley.

In addition to these executive additions, Adconion expects to increase its global headcount across all functional areas by nearly 50 percent in 2010.

About Adconion

Adconion Media Group (www.adconion.com) is the largest independent global audience and content network, reaching nearly 300 million unique users – or one-third of the total global Internet population – every month. 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 has 16 offices in 7 countries around the

world, sits on the board of the Interactive Advertising Bureau (IAB) and is a member of IASH Europe. For more information, visit <http://www.adconion.com>.

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