

FRONTLINE DIRECT EXPANDS WITH ACQUISITION OF OBJECTIVE LOYALTY

SAN DIEGO, CALIF. – December 10, 2010 – Frontline Direct, a leading online marketing company that specializes in database management and customer acquisition solutions, today announced it has made a strategic acquisition of Objective Loyalty, a leading data management and direct marketing solutions provider.

Together with Frontline Direct's massive network reach, Objective Loyalty's proprietary data management technology, email products, and statistical tools will all be integrated into Frontline Direct to help continue its growth and provide leading online marketing solutions for advertisers and agencies. Frontline Direct currently manages over 100 million unique consumer profiles in the US, Canada, Australia and the UK.

"With Objective Loyalty's proven expertise in reaching consumers exactly where and when they are most responsive, the acquisition will help Frontline Direct arm agencies and advertisers with the technology necessary to compete better in today's evolving media landscape," says Kim Reed Perell, Frontline Direct's chief executive officer.

Duncan Haberly, chief executive officer of Objective Loyalty, adds: "Frontline Direct is technologically and strategically a natural acquirer for Objective Loyalty. We couldn't be more excited."

About Frontline Direct

Frontline Direct, founded in 2003, is a leading online marketing company that specializes in database management and customer acquisition solutions. In February of 2008, Frontline Direct was acquired by Adconion Media Group, (www.adconion.com), the largest independent global audience and content network, reaching nearly 350 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, and is an international leader in evolving the ad network model to create, distribute and monetize video content. Adconion has 16 offices in 7 countries around the world, sits on the board of the Interactive Advertising Bureau (IAB) and is a founding member of IASH Europe. For more information, visit: <http://www.adconion.com>.

About Objective Loyalty

Objective Loyalty, founded in 2006, is a leading data management and direct marketing solutions provider. Objective Loyalty has longstanding relationships with leading interactive agencies and advertisers, particularly in the online education, financial services, and home services verticals in the U.S., U.K., Canada, and Australia.

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