

JOOST ANNOUNCES IT IS NOW THE PRE-ROLL ADVERTISING NETWORK OF RECORD AND VIDEO ADVERTISING PLATFORM FOR DEMAND MEDIA

SANTA MONICA, CALIF. – June 16, 2010 – Joost (www.joost.com), the world's largest content distribution and monetization platform, today announced a global sales and technology partnership with Demand Media. Under the terms of the exclusive agreement, pre-roll inventory on Demand Media owned and operated websites, including eHow.com, Cracked.com and Mania.com will become part of the Joost Video Network, powered by Adconion's complete suite of online video advertising products and services.

"How To' content is experiencing exponential growth that can be seen in the dramatic increase in users consuming sites such as eHow.com, one of the seven popular Demand Media properties. This site alone attracts over 61MM people seeking answers in areas of personal interest from Arts and Entertainment, to Electronics, to Health and Travel" said Nick Higgins, Director of Global Video for Adconion Media Group. "Demand Media has an acute understanding of their audience needs just as Joost has an acute understanding of our audience behavior. This exciting partnership symbolizes the future of content creation and monetization that will benefit both users and advertisers".

By joining forces, the Joost Video Network will be able to present Demand Media's growing global audience to its premium brand partners around the world through audience and vertical channel sales packages. As a part of this agreement, Demand Media will leverage the Adconion video ad serving platform to deliver all premium video campaigns sold by the Demand Media sales force as well as deliver network advertising pre-roll inventory to the Joost Video Advertising Network. As part of this partnership, Adconion will exclusively provide the Adconion video technology platform to power all of Demand Media's in-stream video advertising needs, including trafficking, optimization, and reporting. The Joost video platform delivers millions of in-stream video ads to millions of targeted end users. Joost offers the technology and the targeting needed to comprehensively monetize Demand Media's in-stream video advertising opportunities.

"Joost was the obvious choice for two reasons. Firstly, its end-to-end distribution and ad serving platform and secondly their ability to monetize our video inventory by leveraging their impressive Global Sales Force." said Jeff Quandt, Director of Ad Management for Demand Media. "The Joost premium advertisers, complemented with our extensive and growing audience seeking out video content on Demand Media properties, are a natural match."

Collectively, Demand Media's award-winning portfolio of owned and operated media brands make it possible for more than 80 million people each month to engage in conversations and form passionate communities around topics of shared interest. A comScore top 20 (U.S.) network, Demand Media has created a diverse and wide-

reaching portfolio of sites, including golflink.com, eHow.com, LIVESTRONG.com, Mania.com, Cracked.com and Trails.com

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The Adconion logo is available at <http://www.adconion.com/uk/about-us/downloads.html>

About the Joost Video Network and Joost.com

Joost is a fully owned subsidiary of Adconion Media Group (www.adconion.com).

DoubleVerified and iASH compliant, the Joost Video Network is a complete suite of online video advertising products and services, including in-banner and in-stream video advertising. The Joost Video Network provides the reach and quality of a video portal with the scale and efficiency of a network.

The Joost Video Network leverages Adconion's heritage of a global audience network to provide massive scale and expert targeting, including the ability to target both pre-roll and in-banner campaigns with BlueKai data.

Joost.com provides professionally-produced online video content to a global audience. Working with content copyright owners, Joost collects and curates thousands of videos to provide online viewers with a wide selection of music, TV, movies and more.

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