

ADCONION MEDIA GROUP EXTENDS NETSHELTER PARTNERSHIP TO KEY EUROPEAN MARKETS

Paris, 30. August 2010: Adconion Media Group, the world's largest independent content distribution and monetisation platform, today announced that it has extended its exclusive partnership with leading technology publisher NetShelter Technology Media to cover key European markets.

Following a successful year-long partnership in Australia, NetShelter and Adconion will work exclusively for another year covering key regions in Europe, including France, Spain and Germany. As part of the partnership, Adconion will represent the NetShelter brand across those markets, driving forward online display, video and tailored sponsorship opportunities.

NetShelter also recently released new audience data via Crowd Science, a leading research company specializing in digital media. Adconion and NetShelter will be able to present these insights, including detailed demographics, purchase intent and psychographic audience profiles, to advertising clients across all European markets.

Fiona McKinnon, global media director at Adconion, says, "We've had great success delivering campaigns across the NetShelter network in Australia, particularly within the mobile, retail, consumer electronics and IT sectors. We're really excited to now represent the brand in Europe as well, and offer advertisers wider reach and greater targeting ability across a highly-engaged male, technical and decision making audience."

Peyman Nilforoush, co-founder and CEO at NetShelter says, "We have worked with Adconion for a year in the Australian market and have been impressed with how they have presented our brand to the advertising and marketing community. This extension of our relationship underscores the great results Adconion has delivered for our advertisers and NetShelter. We look forward to building on this in Europe, throughout 2010 and beyond."

NetShelter is a leading technology media company group, with more than 120 million unique visitors and over 180 partnering properties in the gadget, mobile and IT spaces. According to comScore MediaMetrix June 2010, NetShelter is the largest technology media property worldwide.

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

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ABOUT ADCONION

Adconion Media Group (www.adconion.com) is the world's largest content distribution and monetisation platform. Dedicated to true partnerships with agencies and marketers, Adconion arms agencies with customised technology and products designed in-house, while delivering massive global reach across multiple platforms through a single network.

Adconion reaches over 350 million unique users worldwide – 1/3 of the total global Internet population – and is ranked number three in the global comScore ratings. Adconion is also an international leader in evolving the ad network model to create, distribute and monetise video content.

The company completed a record £40.9 million (US\$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 in 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, Munich, Hamburg, Dusseldorf, Paris, Madrid, Toronto, Los Angeles, New York, San Diego, Chicago, Sydney, Melbourne, Detroit, San Francisco and Brisbane. Adconion is a member of the Network Advertising Initiative (NAI), the Internet Advertising Bureau (IAB), the EIAA (European Interactive Advertising Association) and IASH Europe.

ABOUT NETSHELTER

NetShelter's mission is to help technology publishers, marketers and consumers become more informed influential and successful. NetShelter was founded to take advantage of a significant void in technology media that with the explosive growth of the technology industry, it was simply not possible for any single media entity to credibly cover all aspects of the category.

NetShelter's approach is grounded on the principle of openness and that anyone can add relevance the end product. Through this, NetShelter has attracted over 180 tech publishers that are highly credible and influential in their respective areas of expertise. The open nature of NetShelter's network allows the company to offer marketers a combination of both scale and quality targeted content that is unmatched in technology.

As a result, NetShelter has grown to become the leading technology media company (with over 125 million unique monthly visitors) surpassing CNET, IDG, Ziff Davis, AOL tech, according to comScore, while delivering on the goal of building the most influential technology media company. NetShelter's sites on average deliver significantly higher levels of engagement compared to all other technology media companies.

NetShelter's media properties are concentrated across five media groups: IS/IT Management, Consumer Electronics, Mobile, Developer and Games.

NetShelter is headquartered in San Francisco with offices in New York, Toronto, and the United Kingdom, NetShelter Technology Media is backed by venture funding from Rho, GrowthWorks, and JLA Ventures.
<http://www.netshelter.net>