

ADCONION AUDIENCE NETWORK AND FRONTLINE DIRECT MERGE TO BECOME ADCONION DIRECT, THE LARGEST MULTI-CHANNEL DISTRIBUTION PLATFORM WORLDWIDE

SANTA MONICA, Calif., April 5, 2011 – Adconion Media Group (www.adconion.com) one of the largest independent global audience and content network, announced today the merger of its Adconion Audience Network and Frontline Direct, the leading performance marketing and database management company, to become Adconion Direct.

By combining Adconion's massive reach and scale with Frontline's expertise in online customer acquisition, Adconion Direct now becomes the largest multi-channel digital distribution platform worldwide. The mission of Adconion Direct is to provide a multi-channel distribution platform spanning Display, Social Media and Email to results-driven advertisers and agencies. The cutting edge product offerings include:

- Display: Reaching 62% of total US Internet audience, or 132 million unique users/month
- Social: Driving highly qualified fans & new customers using our proprietary Facebook ad serving technology
- Email: Delivering targeted, permission-based messages to more than 120 million unique consumer profiles

"We're combining the leaders in display and online customer acquisition to create a performance powerhouse devoted to delivering ROI and scale across multiple channels," said Tyler Moebius, CEO of Adconion Media Group. "With the current economic climate shifting, and with more agencies and agency-created DSPs focused on performance, Adconion Direct is poised to be the essential partner that can deliver scale and efficiency to agencies and advertisers."

Former CEO and founder of Frontline Direct, Kim Reed Perell, will lead the new company as CEO along with the newly appointed President of Adconion Direct, Brian Baumgart.

"As a result of this merger we have created the only multi-channel performance platform offered on a global scale", said Perell. "We are thrilled to expand and offer greater value and opportunity to our clients and partners."

Adconion Direct becomes the third standalone business unit under Adconion Media Group umbrella to date along with Joost, a digital media company and RedLever, the state of the art global digital studio.

About Adconion Direct

Adconion Direct (www.adconiondirect.com) is the multi-channel distribution platform spanning Display, Email and Social Media, for agencies and advertisers looking for quality and scalable results, backed by a global media company with massive world-wide reach. Committed to continuously deliver scalable results, deep insights and innovative distribution options to market, Adconion Direct is the preferred performance partner of choice for agencies and advertisers alike.

Adconion Direct is the standalone performance solutions business unit under Adconion Media Group, (www.adconion.com), one of the world's largest independent global advertising networks, reaching nearly 325 million unique users worldwide – one-fourth of the total global Internet population. In February of 2008, Frontline Direct, the leading online marketing company specializing in database management and customer acquisition solutions, was acquired by Adconion. Currently, Adconion has 17 offices in 8 countries around the world, is Interactive Advertising Bureau (IAB) certified and is a founding member of IASH Europe.

Media Contact:

SoYun Kim
Adconion Media Group
Soyun.kim@adconion.com
310.382.8936