

BRUCE WISEMAN JOINS ADCONION AS THE NEW CHIEF OPERATING OFFICER OF NORTH AMERICA

SANTA MONICA, Calif., April 13, 2011 – Adconion Media Group (www.adconion.com) today announced the appointment of Bruce Wiseman as Chief Operating Officer for North America. Wiseman will direct and manage Adconion’s operations, business development and strategy as it aims to aggressively scale its business in North America. He assumes this newly created position immediately, and reports directly to Tyler Moebius, CEO of Adconion.

“Bruce’s diverse mix of financial and operational expertise and experience throughout his impressive career adds great strength to Adconion,” said Moebius. “Bruce is a prime example of the type of seasoned professional we need to strengthen our team as we position ourselves for our next phase of growth.”

“Adconion’s proprietary, multi-channel platform and experience in reaching and engaging audiences make this an exciting time to join Adconion,” said Wiseman. “I look forward to working with Tyler and the team as we start the next new chapter to deliver innovative and effective solutions for advertisers, brand marketers and partners.”

Wiseman is a 20+ year veteran with extensive result-oriented finance and operational experience with large publically traded companies to small private start ups. Prior to joining Adconion, he was EVP and CFO, leading finance and operations for Fox Audience Network, one of the largest online display networks. Prior to FAN, Wiseman was SVP Finance and Operations of Veoh Networks, a venture-backed online video company. Wiseman was also VP of Finance at Yahoo!, leading finance and operations analysis groups of the company’s Search Marketing (YSM) business unit. Before Yahoo!, Wiseman held a variety of senior financial and operational roles at Disney businesses, including Global Retail Group, Disney Stores, DisneyStores.com, Disney Catalog and Disney Consumer Products. He began his career at PricewaterhouseCoopers rising to Principal Director.

Wiseman holds a degree in Business Administration from University of Nebraska-Lincoln.

About Adconion Media Group

Adconion Media Group (www.adconion.com) is one of the largest independent global audience and video content networks, reaching over 325 million unique users – or one-quarter of the total global Internet population – every month. Dedicated to true partnerships with agencies and marketers, Adconion arms agencies with customized solutions and innovative products designed in-house while delivering significant global reach across multiple platforms through a single network. As a digital media holding company, it manages a portfolio of branded and performance solution businesses worldwide. Adconion US wholly owns Adconion Direct, a multi-channel distribution platform spanning display, email and social media; Joost, a digital media company devoted to video and content syndication; and RedLever, a global studio specializing in developing and producing brand-integrated and associated content. Adconion has 17 offices in 8 countries around the world, is a member of the Interactive Advertising Bureau (IAB), is one of the first companies to be IAB certified with its first ever Ad Networks & Exchanges Quality Assurance program in the US and is a founding member of IASH Europe.

Media Contact:

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