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YOUNGHOLLYWOOD.COM GOES EXCLUSIVE WITH JOOST

SANTA MONICA, Calif., March 10, 2011 -- Joost, a fully owned subsidiary of Adconion Media Group (www.adconion.com) and Young Hollywood, a premier website devoted to today's hottest stars, jointly announced that Joost will exclusively represent Young Hollywood's site, www.younghollywood.com effective immediately.

Situated at the Four Seasons Hotel Los Angeles at Beverly Hills, Young Hollywood's studio is a first of its kind, attracting celebrities and industry tastemakers on a regular basis. With talent and behind-the-velvet-rope access, CEO and founder of Young Hollywood, RJ Williams, and his team create star-driven entertainment content for viewers to experience online. By integrating product messaging into their originally produced content, Young Hollywood also provides exclusive, innovative opportunities for advertisers and brand marketers as well. They command the coveted 18-34 years old audience that advertisers seek.

This new partnership allows Joost everything the site offers to brand-centric advertisers: a powerful combination of engaging and high impact in-stream pre-rolls and in-banner display media, homepage takeovers with page re-skins and all forms of interactive, rich media offerings.

"RJ is Young Hollywood. He and his company are the kind of premium partner Joost aims to collaborate with," said Nick Higgins, President of Joost. "As a company with exclusive access to talent and a keen pulse on emerging trends, Young Hollywood attracts the most sought after, next generation of the hottest stars in pop culture which completely aligns with Joost's objectives.

"Joost's expertise in providing brand solutions is undisputed," said Williams. "And like Young Hollywood, Joost is all about the cool and the now."

For additional information about Young Hollywood please visit, <http://younghollywood.com>.

About Joost

Joost, a digital media company, is a fully owned subsidiary of Adconion Media Group (www.adconion.com). It is dedicated to providing premium branded solutions for advertisers and brand marketers seeking to reach their targeted audience with engaging and high impact in-stream and in-banner video advertising. Joost offers opportunities across its owned and operated Joost.com and access to exclusive audiences and content through several global partnerships.

DoubleVerify and iASH compliant, Joost provides the reach and quality of a video portal with the scale and efficiency of a premium network. The owned and operated Joost.com provides the most current, curated and premium online entertainment video content viewers seek.

Adconion acquired Joost's assets in November 2009, and by April 2010, the newly launched Joost Video Network debuted at number 2 on comScore's Video Metrix® report – second only to Google. Joost is based in Santa Monica, California.

About Young Hollywood

Young Hollywood is a next generation multimedia entertainment company that creates and distributes celebrity and lifestyle programming globally. Young Hollywood works closely with some of the most well respected brands in the advertising world to help find innovative ways to touch consumers through one-of-a-kind brand integrations and viral marketing campaigns. Headquartered in Los Angeles, California, the company was founded in 2007 by RJ Williams.



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Williams recently appeared in The Hollywood Reporter's 2010 Digital Power 50 List. For more information, please visit www.yhworldwide.com.