



Adconion Media Group bolsters financial prowess by adding FD all-star Robert Dighero to the Board

SANTA MONICA, CA, January 10, 2012: The Adconion Media Group announced today that Robert Dighero will join its board of directors, effective immediately. Robert will become a non-executive director and chairman of Adconion's Audit Committee.

Robert Dighero has over 20 years operational experience, the last 15 working with internet companies. He is a partner at Passion Capital and White Bear Yard and an active investor across Europe focused on early stage e-commerce, payment and marketplace businesses. He has led several investment syndicates and taken on a number of board and advisory roles.

Robert was CFO of QXL ricardo plc from 1998 to 2008, overseeing development from start-up to the company's sale to Naspers. He managed a wide range of corporate actions including the company's dual listing IPO, consolidating the European online auction market with nine acquisitions, the largest over \$1 billion, and launching an MBO. The QXL Group was the best performing share on the London Main Market in both 2004 and 2005 and in the All-Share in 2007 with an over 35,000% share price increase in 5 years. Robert was short-listed for CBI / Real FD, "FD of the Year" in 2007 and the following year negotiated the £1 billion sale of QXL via a public take-over offer. Prior to QXL, Robert was CFO of AOL UK and previous roles included that of M&A at Bertelsmann USA and at Verulam Investments. Robert started his career at Bain & Co, having left Cambridge with a First class degree and a post-graduate degree in Engineering. He has an MBA from Insead.

Dr Neil V. Sunderland, Chairman of Adconion Media Group, commented:

"Robert Dighero is an outstanding independent director and entrepreneur who brings insight, vision and a wealth of experience from a commercial and investment perspective to the Adconion board. He is well respected amongst the investment community with comprehensive knowledge of corporate governance issues in both public and private markets. His extraordinary performance as the CFO of the QXL Group speaks for itself. Robert will play a key role in supervising the further development of our corporate infrastructure."

The Adconion board comprises distinguished figures from the digital and investment community. The enlarged board of directors will continue to support Adconion's global growth and investment in technological innovation within the online digital advertising space.

ABOUT ADCONION MEDIA GROUP US

Adconion Media Group (www.adconion.com) operates one of the largest multi-channel digital distribution platforms, with a potential reach of 687m unique users monthly across display, video, social and email . This reach corresponds to more than half the global online population. Dedicated to strong partnerships with agencies and marketers, Adconion provides customized solutions and innovative products designed in-house which are delivered across multiple screens on a single platform. As a digital media holding company, Adconion provides a portfolio of brand and performance solutions for advertisers worldwide. Adconion Media Group wholly owns Adconion Direct, providing performance solutions spanning display, email and social media; Joost, a digital media company devoted to video and content syndication; RedLever, a studio specializing in developing and producing brand-integrated and associated content; and smartclip, Europe's leader in digital video advertising. Adconion has 24 offices in 18 countries around the world. It is a member of the Interactive Advertising Bureau (IAB), is one of the first companies to be IAB certified with its unique Ad Networks & Exchanges Quality Assurance program in the US and is a founding member of IASH Europe.