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ADCONION WINS INVESTOR ALLSTARS AWARD FOR MOST ENVIABLE VENTURE CAPITAL DEAL OF 2008

Adconion Media Group, the world's largest independent online audience network, has won the Investor AllStars award for 'Deal Envy of the Year'.

Investor AllStars is considered one of Europe's most prestigious venture capital awards events and has been called the 'Oscars of the European venture capital community'. The awards ceremony is attended by more than 600 investment professionals from across Europe, including leading private equity houses such as Balderton Capital, Index Ventures, Accel, Advent Ventures, Atlas Venture, Amadeus Capital, Wellington, and Credit Agricole.

Adconion was nominated for the award for having successfully secured \$80 million (£40.9 million) Series C funding in February 2008, in what was the largest venture capital investment in digital media in European history. The funding was led by Index Ventures, which won the award for Venture Capital Fund of the Year in both 2007 and 2008.

The category is voted on by industry peers, with the award going to the nominee that completed the most exciting venture capital deal in Europe in the past 12 months. Adconion beat eight entries – ranging from a Swedish semiconductor manufacturer to a digital communications company – to secure the award.

Tyler Moebius, CEO Adconion, said, "We are really honoured to have received this prestigious award. Index Ventures and Wellington Partners made European history with their investment in Adconion – and we're delighted to see them being recognised by the investment community for this support."

Dominique Vidal from Index Ventures, who also sits on the Adconion board, said, "We believe that Adconion has the expertise and cutting edge technology needed to become a market leader in one of technology's hottest growth sectors. The Investor AllStars award demonstrates that this belief is shared by Europe's wider private equity and venture capital community."

Frank Boehnke of Wellington Partners added, "Adconion has done a truly fantastic job of building a world-class online audience network. We're proud to be a part of what is one of the most exciting growth stories in online marketing."

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The Adconion logo is available at http://www.adconion.com/en_us/company/downloads.html

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Note to editors:

About Adconion:

Adconion Media Group is the largest international, independent audience network, ranked number two in the global comScore ratings. Adconion completed a record £40.9 million (US\$80 million) Series C round of funding led by Index Ventures in February 2008.

Since its founding in 2005 the company has focused on the realisation of performance-driven branding campaigns that deliver massive global reach.

Adconion's clients consist of advertising agencies and direct advertisers as well as its partner base of premium websites from a wide range of sectors.

Adconion combines its in-house technology and high touch client service with quality media to exceed its partners' campaign objectives.

Adconion has offices around the world in London, Munich, Hamburg, Paris, Madrid, Melbourne, Sydney, New York, Toronto and Santa Monica and is a member of the Internet Advertising Bureau (IAB) and a founding member of IASH Europe. Visit Adconion at www.adconion.com.