

**Press Release**  
**10/2007**

Audemars Piguet & Cie “The Changing Times Award”

**Adconion Media Group Founder & CEO nominated for title of  
“Entrepreneur of the Year 2007”**

**Munich, November 14, 2007 – T. Tyler Moebius, the Founder and CEO of Adconion Media Group, a global advertising network, is one of the entrepreneurs nominated for the “Changing Times Award”. This prestigious recognition was launched in 2006 by the world-famous luxury watch manufacturer Audemars Piguet & Cie in cooperation with the European Tech Tour Association (ETT) and the Weber Shandwick Worldwide agency. It honors those founders who have excelled due to their capabilities, their influence and their dynamic approach.**

The winner of the “Changing Times Award” is decided by an international selection committee. The prize is awarded to European technology entrepreneurs whose operation has had the greatest influence on the greatest number of people in the shortest time. It was the intention of Audemars Piguet & Cie to create an award that would inspire courageous entrepreneurship and honor company founders whose vision, dynamic approach and success reflected the precision, top-flight technology and performance of their company.

Audemars Piguet & Cie and Adconion Media Group share a common purpose and vision of excellence: In the last two-and-a-half years, the company has developed into the world’s largest independent advertising network. The firm’s core service is the delivery of digital advertising across the Internet, mobile devices and video. Adconion delivers over six billion online advertising impressions every month, showing ads to more than 20 percent of the world’s Internet users. The company has been developing its proprietary technology for over 2 years and is considered one of the world’s most advanced advertising and optimization technologies available today.

T. Tyler Moebius, CEO of Adconion Media Group, on his nomination: “I am honored to be nominated for such a prestigious award. The fact that Adconion’s accomplishments are publicly recognized and put in the same category of excellence as MySQL is an honor. It is this type of recognition that today’s entrepreneurs, and more importantly, the teams whose

shoulders they stand upon, deserve for their courage to take risk and for their passion to be progressive.”

Georges-Henri Meylan, President & CEO at Audemars Piguet: “Last year’s award was a great experience. We realize that Europe’s rich heritage of entrepreneurialism is truly a force to be reckoned with and we look forward to showcasing this year’s talents from around the continent.”

Bestowal of the “Changing Times Award” will take place on November 15 in the Dinemec Recording Studios in the Swiss municipality of Gland. The members of the selection committee include Philippe Collombel of Partech International France, Fred Destin of Atlas Ventures, United Kingdom, Sven Lingjaerde of Endeavour Vision, Switzerland, Bart Markus of Wellington Partners, Germany, and Fergal Mullen of Highland Capital Partners, USA.

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A press photograph of T. Tyler Moebius is available for downloading at:

<http://presse.vibrio.de/info/45203>.

The logo of Adconion can be obtained at: <http://presse.vibrio.de/info/43910>.

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#### **About Adconion:**

Adconion Media Group is an independently owned and operated global advertising network with corporate offices in both London and Munich. Since its founding in 2004, the company has concentrated on the realization of performance-oriented high reach brand campaigns. In the United Kingdom alone, Adconion reaches 65% of Internet users with their ads. The advertising network’s customers include web site operators, advertising agencies and advertisers. Adconion’s business model is based on powerful optimization technology and personal involvement and support of running campaigns. The Adconion Media Group has subsidiary offices in Germany, the United Kingdom, France, as well as in the USA, Australia and Canada. It is a member of the Federal Association of Digital Business (Bundesverband Digitale Wirtschaft – BVDW) and of the International Advertising Bureau (IAB), as well as being a founding member of IASH in the UK and the AdNetworks working group, a specialist BVDW group.

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