

Press Release
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Ad Network continues with growth strategy and expands international management team

Matthias Quadflieg appointed Chief Operating Officer of Adconion Media Group

Munich, November 21, 2007 – The Adconion Media Group is one more step closer to achieving its goal of becoming the world’s largest globally-operating advertising network by the end of 2008: five new subsidiaries have been founded worldwide since the beginning of the year, the number of employees has risen to 110, and revenue has significantly increased. The company’s growth can also be measured by the continuous expansion of the international management team through the appointment of Dr. Matthias Quadflieg (46) to the newly created position of Chief Operating Officer in the beginning of November.

As Chief Operating Officer, Mr Quadflieg is responsible both organisationally and operationally for the further global expansion of the Adconion Media Group and reports directly to T. Tyler Moebius, the CEO of the ad network. Given the positive developments of its business, the company plans to establish at least another four subsidiaries in the coming year.

Matthias Quadflieg brings many years of experience in upper-level management, gained in a variety of companies. Before joining the Adconion Media Group he held the position of Chief Sales and Marketing Officer at the former AOL Germany/Time Warner Group. In addition, Mr Quadflieg has also held the position of CEO and Director of the Board at a European services group belonging to the Compass Partners Private Equity Group. The 46-year old manager gained further management know-how at the Wunderman Group: He was active there as President and Managing Director.

As T. Tyler Moebius comments “In Matthias Quadflieg, we have obtained a highly qualified management team member – an important prerequisite to continuing on our growth path in the best possible fashion. His long experience as a managing director in the areas of general management, controlling, marketing and sales will greatly enrich our company. We’re looking forward to a successful cooperation”.

A press photograph of Dr. Matthias Quadflieg is available for downloading at: <http://presse.vibrio.de/info/46227>. The logo of Adconion can be obtained at: <http://presse.vibrio.de/info/43910>.

About Adconion:

Adconion Media Group is an independently owned and operated global advertising network. 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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