



ADCONION MEDIA GROUP GROWS U.S. REACH BY 94 PERCENT IN ONE YEAR

—Only Independent Global Ad Network Now Ranked Eighth in the U.S.
According to comScore—

Santa Monica, Calif. – July 22, 2008 – Adconion Media Group, the only independent global advertising network, today announced it nearly doubled its U.S. audience reach year over year, posting 94 percent growth for a rate outpacing every top 10 network for which comScore data are available including Google, Specific Media, ValueClick Networks and Tribal Fusion. According to the same data, Adconion's reach grew 27.4 percent from January-June 2008.

Adconion is now the eighth largest network in the United States reaching over 125 million unique Internet users in June 2008, or 66 percent of the market, according to comScore. Globally, Adconion reaches over 244 million unique users.

"Expanding our audience network's reach is a crucial piece of our mission to be a true partner to agencies and marketers by offering both an independent, global perspective and tailored services to protect their brands and reach the right consumer across platforms" said Tyler Moebius, founder and chief executive officer of Adconion, based in Santa Monica. "Adconion's vastly increased reach both in the U.S. and globally contributed to revenue growth of 35 percent from Q1 to Q2 this year."

Since completing a record \$80 million Series C round of funding in February 2008 and subsequently acquiring leading direct marketer Frontline Direct in March, Adconion has invested heavily in the North American market, opening offices in Santa Monica, New York, Toronto, San Diego, Chicago and Detroit, in addition to steadily growing its dedicated global sales team. Adconion now employs nearly 250 people in 12 offices worldwide.

"We are committed to closely collaborating with agencies and marketers to build lasting relationships with them and their brands," said Keith Kaplan, Adconion's President of North America, based in New York. "Our focus continues to be on growing our audience network by working with high quality publishers, developing proprietary audience targeting technology and further broadening our global footprint to enable our clients to reach their audience in the U.S. and around the world."

About Adconion

Adconion Media Group is the only independent global advertising network. The company completed a record \$80 million Series C round of funding led by Index Ventures in February 2008. Since its founding in 2005 Adconion has focused on the realization 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. The company has offices around the world in London, Munich, Hamburg, Paris, Melbourne, Sydney, New York, Toronto, Santa Monica, San Diego, Chicago and Detroit. Adconion is member of the International Advertising Bureau (IAB) and a founding member of IASH Europe. Visit Adconion at www.adconion.com.



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