

Leading independent performance network, EuroClick rebrands to become Adconion Media Group

London - 11th April 2007 - Euroclick, an internationally operating Ad Network has rebranded to become Adconion Media Group with immediate effect.

The move was necessitated due to the strong growth and increased international focus beyond Europe's borders. Further expansion is planned for the third quarter of 2007 with the opening of offices in Melbourne, New York and Paris. The company currently has offices in London and Los Angeles with its headquarters based in Munich. The new company name and corporate design reflect the brand's global focus as well as it's positioning as a market-leader in the performance advertising sector.

Shortly after it was founded in 2004 in Munich, Adconion experienced rapid success in increasing its agency and advertiser client-bases as well as establishing relationships with leading media owners and website publishers. Operations swiftly followed in Los Angeles and London which opened in March 2006.

In the UK, Adconion ranks as fifth in the comScore Media Metrix Audience Measurement Report¹, with unique reach of approximately 63.3% into the UK online population. Globally, Adconion serves 220million ad impressions on a daily basis.

Mike James, Managing Director of Adconion UK Ltd. said "Our rebrand reflects both the increase in demand for our services as well as the internationalisation of our business. We recorded double-digit growth last year and expect this to continue into 2007. Further offices are planned for Australia, France and New York to further support this growth".

Adconion leverages revolutionary ad serving and optimisation technology for its clients' campaigns. This applies real-time predictive optimisation to the flights thus constantly aiming for the most efficient spend of advertisers budgets. Additionally, the technology optimises media space, thereby allowing the company to identify placements which work best and allowing more of this media to be purchased.

To download Adconion's logo please click on: <http://presse.vibrio.de/info/43593>

¹ comScore Media Metrix February 2006 data

About Adconion Media Group

Adconion Media Group is an international, independently operating Ad Network, headquartered in Munich, Germany, with offices in London and Los Angeles. Since its founding in 2004, the company has focussed on delivering results to both advertisers and media owners via its performance-based advertising leveraging best-in-breed technology. Adconion's clients consist of advertising agencies and direct advertisers as well as large online media owners, website operators. Adconion is a member of the German Bundesverband Digitale Wirtschaft (BVDW), the Internet Advertising Bureau (IAB UK www.iabuk.net) as well a member of IASH Internet Advertising Sales Houses www.iash.org.uk .

Press contact:

Michael James

Tel: +44 (0)20 3008 8810

Fax: +44 (0)20 7900 1897

E-Mail: mjames@adconion.com

Web: www.adconion.com <<http://www.adconion.com/>>