

ADCONION MEDIA GROUP NAMES NEW APPOINTMENTS

LONDON – MAY 4TH 2007. ADCONION, Europe's fastest-growing independent performance advertising Network, has today announced the appointment of **Nerissa MacDonald** as Sales Director. She will replace **Mel Likimani** who will be moving to New York to build the east coast operation as Sales Director.

Nerissa has five years sales experience, she joins from Blue Lithium where she was Head of Sales. Previous roles included Head of Agency Sales for the EDR as well as TMN Media.

Nerissa will report to Adconion's UK MD, Michael James and will be based in the company's London offices.

After a year of spearheading UK sales efforts, Mel is moving to New York to establish operations for the east coast.

Adconion also announced that it has hired **Ian Murphy** as Media Buyer. Most recently, Murphy worked for Media Brokers in the same capacity.

"All the recent hires we have made highlight Adconion's commitment to developing the UK market. We are delighted to have found such high-calibre individuals to join the team and we're excited to have them onboard as we further expand our operations here," commented Mike James, UK MD.

For more information about Adconion, please go to:

http://www.adconion.com/en_gb/company/press.html

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 Internet Advertising Bureau (www.iabuk.net) as well the German Bundesverband Digitale Wirtschaft (BVDW).

Adconion's offices are located in London, Munich and Los Angeles with openings planned for Paris, New York and Melbourne in H1, 2007.

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