

ADCONION LAUNCHES SUITE OF ONLINE VIDEO PRODUCTS WITH JOOST VIDEO NETWORK

Provides complete online video advertising solutions with reach and quality of a portal combined with the scale and efficiency of a network

SANTA MONICA, CALIF. – MARCH 4, 2010 – Adconion Media Group (www.adconion.com), the largest independent global audience and content network, today introduced the Joost Video Network, a complete suite of online video advertising products and services. The Joost Video Network will provide agencies and brand marketers with global in-banner and in-stream video advertising capabilities, including pre-, mid- and post-roll video advertisements, with expert targeting and scale.

“As consumers continue to spend more time online – and more time watching video online – agencies and brand marketers have more opportunities to use the power of video advertising to build brand awareness online,” said Nick Higgins, director of global video, Adconion. “With the Joost Video Network, agencies and marketers can design targeted campaigns that run exclusively against premium content on premium sites, and leverage the experience and power of our network to find targeted audiences and maximize the value of their campaigns. Adding this product offering gives Adconion a distinguished position among ad networks, as we are the only provider with in-banner and in-stream capabilities; an exclusive relationship with a branded entertainment studio; in-house creative services; and a video portal, Joost.com, that we own, operate and sell exclusively.”

The Joost Video Network streamlines Adconion’s entire video advertising product line, from pre-, mid- and post-roll video ads to a variety of in-banner video advertising executions, into one product line. All Adconion products, including the Joost Video Network, take advantage of Adconion’s proprietary ad serving and targeting technology. In addition, the Joost Video Network delivers both pre-roll and in-stream campaigns targeted with BlueKai data, thanks to a unique global partnership with the world’s highest-quality online data exchange. The Joost Video Network is DoubleVerified and IASH compliant, ensuring all video ads run in brand-safe environments.

The product launch marks an important step in Adconion’s evolution, as it is the first product and service from the combined entity formed when Adconion acquired Joost’s technology assets in November 2009. Since the acquisition, Adconion has integrated its ad server with the Joost video player and is the exclusive video ad provider for Joost.com and the Joost video player in its embedded form.

In addition to global pre-roll and in-banner video capabilities through the Joost Video Network, Adconion has an exclusive relationship with the branded entertainment and creative services studio RedLever. Together, Adconion and RedLever work with agencies and marketers to develop compelling video content, from advertisements to webisodes.

The Joost Video Network will serve video ads on Adconion’s network of 2,000 premium publishers in more than 70 markets worldwide. In addition to Adconion’s extensive sales, account management and media teams, participating advertisers and marketers also have access to Adconion’s regional video specialists. The team, led by Nick Higgins, includes Cliff Paulson in North America and Stephen Hunt in Australia. Paulson has more than 15 years of media experience, most recently at ScanScout, while Hunt has more than five years of experience in online advertising, marketing and video. Adconion, which has aggressive plans to grow by nearly 50 percent in 2010, will add a European video specialist to its team this month.

About Adconion

Adconion Media Group (www.adconion.com) is the largest independent global audience and content network, reaching more than 350 million unique users – or one-third of the total global Internet population – every month. Combining the power of global reach with local presence, Adconion helps advertisers reach customers throughout the marketing funnel with its breadth of products, from video and display advertising to search retargeting. Adconion is dedicated to providing advertisers and publishers with the best products, technology and data analysis to create successful online campaigns. Adconion has 16 offices in 7 countries, sits on the board of the Interactive Advertising Bureau (IAB) and is a member of IASH Europe. For more information, visit <http://www.adconion.com>.

Contact Information:

Kerry Vance Summers

Adconion

+ 1 646 330 0737 mobile

ksummers@adconion.com