

10 January 2008

ADCONION MEDIA GROUP APPOINTS NEW PRESIDENT FOR EUROPE

Adconion Media Group, one of the world's fastest growing online advertising networks, has appointed renowned online advertising pioneer Arndt Groth to its executive team as European President.

Arndt started working with Adconion in September 2007 as an independent consultant with Adconion's advisory board. He brings to the team extensive experience in leading start-ups to success and has world class knowledge of international advertising networks.

As president of Adconion's European operations, Arndt will be based in Hamburg, Germany, and will be responsible for overseeing strategic development, human resources, sales and marketing for all business units. Additionally, Arndt will focus on growing the business, improving profitability and customer service. He will report to the global management board and Adconion's chief operating officer, Matthias Quadflieg.

Prior to working with Adconion, Arndt spent two years as chief executive officer of ePages Software GmbH. From 2001, Arndt was responsible for building InteractiveMedia, a T-Online subsidiary, into one of the biggest internet advertising companies in Europe. Before that, in 1998, Arndt established the German branch office of online advertising company DoubleClick, subsequently taking over as vice president of DoubleClick's International Media division in 2000.

Arndt is also a founding member of the Internet Advertising Bureau Germany and was a board member of the IAB Europe. Since February 2003, he has been president of the Federal Association for the Digital Economy (BVDW)

Commenting on the appointment, Matthias Quadflieg says, "Arndt is an ideal partner for Adconion in Europe. His impressive experience and knowledge of Europe's online advertising market is invaluable and will help us implement many planned innovations and initiatives on a global level. He will be an extremely important asset to Adconion."

Arndt says, "Adconion is a major player in a growing and dynamic online sector. I look forward to working with them on future challenges and helping play a part in fulfilling their ambition of becoming Europe's leading online advertising network."

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Please refer for the download of printable photos of Arndt Groth to http://pz.vibrio.de/k/Adconion/pb/pers/bild_adconion_groth.JPG.

The logo of Adconion is available at http://pz.vibrio.de/k/Adconion/pb/unt/bild_adconion_logo1.jpg.

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Note to editors:

About Adconion:

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Adconion Media Group is an international, independent Performance Advertising Network, headquartered in Munich. Since its founding in 2004 the company has focussed on the realisation of performance-driven branding campaigns with massive global reach. Adconion reaches 72.9% of the UK online population*.

Adconion's clients consist of advertising agencies and direct advertisers as well as its partner base of websites from a wide range of sectors. Adconion combines high tech, in-house developed technology, high touch client service and quality media in order to exceed client campaign objectives. Further Adconion offices are in Hamburg, London, Paris, Melbourne, Sydney, New York, Toronto and Santa

Monica. Adconion is member of the International Advertising Bureau (IAB) as well as a founder member of IASH UK. Visit Adconion at www.adconion.com.

*comScore Media Metrix, December 2007