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ADCONION ROCKETS UP COMSCORE RATINGS TO BECOME UK'S 5th LARGEST AD NETWORK

Adconion Media Group, the global independent online advertising network, is now the UK's 5th largest online advertising network.

The latest data revealed by comScore shows Adconion rocket up the rankings, overtaking competitor ValueClick Media by over 150,000 unique users.

The data also shows Adconion added another 400,000 unique users in January and February; competitors Advertising.com (owned by AOL), Tradedoubler, Blue Lithium (owned by Yahoo!), ValueClick and DrivePM (a part of aQuantive, which is owned by Microsoft) all saw a decline in users over February.

Adconion, the only independent global ad network in the top five, now has over 25 million unique users and reaches 75.4 percent of the UK online population, the network's highest reach to date. The network also stands a mere 100,000 unique users short of overtaking Blue Lithium to move into 4th place.

Mike James, MD Adconion UK, says: "These latest findings are great news for Adconion, and prove once again that independent players can really compete in a tough market. We look forward to continuing this progress and realising our ambition of becoming the world's leading online ad network."

Adconion recently received £40.9 million (US\$80 million) in Series C round venture funding; the financing is the largest online media venture investment in European history. Earlier this month, the network made its first strategic acquisition of 2008, procuring US-based Frontline Direct, a leading data management and direct marketing solutions provider for £10.06 million (\$20 million) in cash and equity.

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About Adconion

Adconion Media Group is an international, independent Advertising Network. Since its founding in 2005 the company 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. Adconion has offices around the world in London, Munich, Hamburg, Paris, Melbourne, Sydney, New York, Toronto and Santa Monica. Adconion is member of the International Advertising Bureau (IAB) and a founding member of IASH Europe. Visit Adconion at www.adconion.com.