

ADCONION DEVELOPS THE NEXT GENERATION OF BEHAVIORAL TARGETING TOOLS FOR AGENCIES ACCESS TO IN-MARKET AUDIENCES AND UNPARALLELED CAMPAIGN OPTIMIZATION POWERED BY INTEGRATION WITH BLUEKAI DATA EXCHANGE

Los Angeles, March 5, 2009:

Adconion Media Group, (www.adconion.com) the independent global audience and content network, today announced it has developed the next generation of behavioral targeting tools for agencies through a comprehensive technology partnership with BlueKai, the online industry's first intent-focused data exchange. Through Adconion, agencies now have unparalleled access to targeting and campaign optimization, including granular reporting and analytics, focused on users who are clearly identified as being "in-market," consumers with commercial intent across the Adconion network's 142 million US unique users.

Fusing data from Adconion and BlueKai, including BlueKai's over 100m buyer attributes in categories including travel, automotive and retail, Adconion will help agencies identify and contrast performance metrics from various high-quality sources, enabling real-time campaign adjustments for better performance and efficiency.

"All audiences are not created equal, and as a true partner to agencies and advertisers Adconion has teamed with BlueKai to offer new capabilities that draw on rich, detailed user and media data combined to further enhance campaign performance" said Ben Fox, Head of Product Management, Adconion. "We are bringing media, data and optimization together like never before."

This unique integration also powers Adconion's Audience Exploration Report, a new product that identifies for advertisers which BlueKai users are interested in or have purchased their products, even if the advertiser is not currently targeting that type of user.

Added Fox, "In addition to giving agencies deep insight into the behaviors they are currently buying and targeting across our network, we've also taken the guesswork out which behaviors actually drive results with the Audience Exploration Report, which will enable agencies to target additional relevant user segments in future campaigns."

The integration also allows Adconion to optimize each ad creative against BlueKai's user categories across Adconion's 5,000 ad placements. For example, Adconion can determine if travelers flying from Los Angeles to Seattle in economy class are more likely to respond to blue ad creative than red and adapt accordingly.

"As a pure data exchange, BlueKai ensures a fair economy for buying and selling intent data to deliver in-market targeting across the Internet and feel that the media and optimization are key pieces to the targeting puzzle," said Omar Tawakol, CEO, BlueKai. "This deep integration with Adconion means advertisers and agencies can now optimize not only their creative and media to influence campaign performance, they can also optimize their data buy in what is clearly the next evolution of behavioral targeting."

Adconion and BlueKai have also partnered to bring these tools to international clients, and Adconion has been named BlueKai's preferred partner for ad distribution in Europe.

With a shared commitment to transparency, Adconion and BlueKai data on both publishers and users is anonymous and comes from only trusted and reliable sources. Adconion supports the BlueKai Registry (www.bluekai.com/consumers.html), where consumers have the ability to see the information that has been collected about them through its data providers and edit it or opt out completely.

About Adconion

Adconion Media Group (www.adconion.com) is the largest independent global audience and content network. Dedicated to true partnerships with agencies and marketers, Adconion arms agencies with customized technology and products designed in-house while delivering massive global reach across multiple platforms through a single network. Adconion reaches nearly 300 million unique users worldwide; 1/3 of the total global Internet population. In the U.S. Adconion grew faster than any other network – 62.3% – in the year ending November 2008, according to comScore Media Metrix. Adconion is also an international leader in evolving the

ad network model to create, distribute and monetize video content via its video syndication product, Adconion.TV, and branded content development and distribution arm, wholly-owned subsidiary RedLever (www.red-lever.com). The company completed a record \$80 million Series C round of funding led by Index Ventures in February 2008, and won the Investor AllStars award for 2008 "Deal Envy of the Year" in addition to being named to the Library House list of the hottest 100 private mediatech companies in Europe. Adconion has 13 offices in seven countries around the world, including London, Hamburg, Munich, Düsseldorf, New York, Los Angeles, San Diego, Chicago, Toronto, Paris, Madrid, Sydney and Melbourne. Adconion is a member of the International Advertising Bureau (IAB) and a founding member of IASH Europe.

BlueKai (<http://www.bluekai.com>) created the first online data exchange designed with consumer transparency and control in mind. By aggregating valuable shopping and research activities across the Internet, BlueKai is building the world's largest database of true intenders. Unlike ad networks, BlueKai does not sell ads or impressions, it simply provides data on-demand for marketers, ad networks or publishers to boost the quality and scale of ad targeting initiatives. Data providers earn revenue in a privacy friendly way. The BlueKai Registry enables consumers to see what marketers know about them, edit their online preferences and gain rewards in charitable donations. The privately-held company is based in Bellevue, WA and is a recipient of the AlwaysOn 2009 OnMedia 100 award as a Technology Innovator in Advertising.

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