Matt Hunt appointed MD of Adconion Media Group Australia

Replaces Peter Davies who takes on new role with Adconion Direct in USA

December 15th 2011: AdconionMedia Group (AMG) announced today that Matt Hunt has been appointed ManagingDirector of AMG Australia. Hunt iscurrently Managing Director at AMG UK and is responsible for operations in theUK and Ireland. He will start in Australia on 23rd January 2012 andwill be responsible for the Adconion Direct andJoost digital distribution platforms, with a focus on the development ofvideo and automated platforms in the business.

The appointment follows the promotion ofcurrent Managing Director Peter Davies to the position of Senior Vice PresidentSales and Marketing North America with Adconion Direct. Davies will leave theAustralian team in mid February 2012.Alex Littlejohn, President APAC of AMG,said: Matt brings exceptional international experience to our team and we areconfident he will be instrumental in steering us toward continued growth in theAustralian market.

Peter has made a huge impact on ourbusiness in Australia and we look forward to continuing to work with him fromafar. I have no doubt he will makeconsiderable inroads in the US market and we wish him well, said Littlejohn.

Matt Huntcommented: The opportunity to join the Australian team at such a pivotal pointin the industrys growth was one that I could not resist. The market is very robust and as we continueto approach the tipping point for online advertising here I see considerablescope for technological and business innovation that will assist our agencypartners and advertisers.

PeterDavies, exiting Managing Director of AMG Australia said I am proud to have helped build one of the mostsuccessful digital media businesses in Australia and am confident that Adconionwill continue to innovate and lead the market in video and direct responseadvertising.

Adconion has exceptional product vision and makes deep investments to ensurewe achieve our goals. Im delighted to be joining Adconion Direct in whatis arguably the most innovative and fast paced media market globally New York,said Davies.

Hunt joined AMG Australia in 2007 and has worked with the company sincethen in various roles overseeing the post-merger integration of Tempest Mediainto the Adconion Australia portfolio of businesses and as Managing Director ofRedLever Australia. He was appointedManaging Director AMG UK in 2010.

Prior to joining Adconion, Hunt held a variety ofsenior positions at CBS Interactive over an eight year tenure including Sales& Marketing Director, ZDNet, UK Country Manager, CNET Direct and CommercialDirector for Business Media.

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About Adconion Media Group

The Adconion MediaGroup (www.adconion.com)operates one of the largest multi-channel digital distribution platforms, witha potential reach of 687m unique users monthly across display, video, socialand email. This reach corresponds to more than half the global onlinepopulation.

Adconion MediaGroup opened its doors in Australia in 2007 and has quickly established itsposition as one of the fastest growing converged digital media organisations inthe country, capable of connecting advertisers, brands, publishers and contentowners with the right audience at the right time, through the best possiblechannel for an optimum, measurable result.

Adconion has 27offices serving 18 countries around the world. It is a member of theInteractive Advertising Bureau (IAB), is one of the first companies to be IABcertified with its unique Ad Networks & Exchanges Quality Assurance programin the US and is a founding member of IASH Europe.

The Adconion logo is available at http://www.adconion.com/au/aboutus/downloads.html

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