



Press release

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ad pepper media company background

ad pepper media is a leading independent online marketing specialist.

Reaching 850 premium sites, 1 million network sites, collecting more than a million leads per month and with 15 million E-mail profiles, it offers one of the leading performance-focused solutions in lead generation (iLead) and semantic display advertising with brand protection (iSense and SiteScreen). With Webgains it can also make the fastest growing affiliate network in Europe available to its clients, which include many of the largest online advertisers in the world.

ad pepper media, listed on Germany's Frankfurt Stock Exchange, was founded in 1999 by Ulrich Schmidt and four colleagues. It has grown to an annual turnover of 46.9m Euros with 16 offices in eight European countries and the USA thanks to its focus on developing the best in innovative technology and putting it at the heart of its client offerings.

The core products in more detail:

iLead

iLead is a sophisticated lead generation product that finds online advertisers qualified contacts who become customers. Prospects are reached over ad pepper media's extensive media network using a combination of highly targeted ad formats such as pop ups, banners and opt-in email. As the first such performance-based solution to launch in Europe in year 2000, iLead has a proven track record in delivering ROI on more than 20,000 campaigns worldwide for brands such as Orange, T-Mobile, Nissan, Volvo, KLM, Dell and MBNA.

iSense

iSense, the world's first semantic targeting solution, has won multiple industry awards for its ability to accurately analyze page content and place display advertising campaigns in exactly the right environments. Web publishers can monetize remnant inventory at a premium because advertisers such as Microsoft, T-Mobile, HSBC, BBC iPlayer and Shell can be confident that brand building or performance campaign ads placed through the iSense Network, in any display format, are aligned with the audience interests that they specify (in any of over 3,000 categories).

SiteScreen

Based on the same patented technology as iSense, SiteScreen is the only proactive way to prevent display ads from appearing next to objectionable content. By instantly and accurately identifying whether content on a page includes any of twelve categories of objectionable content it can protect a brand from misplacements and reputational harm.

Webgains

Webgains, ad pepper media's solution for affiliate marketing, offers broad reach performance-based advertising to online retailers. Its user-friendly technology and focus on customer service has seen it expand rapidly across Germany, the UK, France, Sweden, Denmark, Ireland, Spain, the Netherlands and the USA.

You can find more on ad pepper media at www.adpepper.com.

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Board of ad pepper media International N.V.

Ulrich Schmidt, Chairman & CEO

Ulrich Schmidt, born in 1963, set up ad pepper media in February 1999 together with four other founding partners. Since then, he has headed the operational management of this dynamic company, which has quickly established itself as one of the leading international independent online marketers.

Ulrich Schmidt was able to draw on his broad-based experience in setting up and managing start-up companies, which he had previously acquired as CEO of Euroserve Media GmbH, a subsidiary of the Nuremberg media company Verlag Hans Müller. He was involved in a core capacity in the set-up and market launch of the Frankfurt ad serving supplier ADTECH AG, one of the pioneers in technologies for online campaign delivery.

From 1994 to 1998, Ulrich Schmidt was in charge of the restructuring and repositioning of the TESSLOFF VERLAG in Nuremberg, an international publisher of children's books. Prior to this he held various management posts as head of sales and marketing at Hans Müller, the publisher of the Nuremberg telephone directory.

Ulrich Schmidt graduated in business studies at the Friedrich Alexander University of Erlangen and Nuremberg.

Jens Körner, Chief Financial Officer

Jens Körner has been a member of the board of ad pepper media International N.V. since 1 November 2006. After graduating from the University of Passau in business studies, specializing in accounting and tax law, he worked for various national and international companies in corporate finance and investment banking from 1998 onwards. His last appointment was as director at the Sal. Oppenheim jr. & Cie. investment bank in Frankfurt, where he was responsible in particular for innovative technology companies.

Jens Körner is the board member responsible for Finance, Controlling, Cash Management, Human Resources and Investor Relations.

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Michael Alexander Carton, Member of the Board

Michael Alexander Carton, born in 1971, studied architecture at the Architectural Association School of Architecture in London, England.

Mr Carton has 12 years of professional experience in direct marketing and business/product development. He worked for companies such as Count Zero (promotion and direct marketing agency) in Caracas, Venezuela, where he was one of the founding partners, after which he took over an executive position at COO Fountains (online beverage retailer and home delivery supplier) in Miami, Florida, USA. Since joining ad pepper media as founding partner in 1999, Mr Carton has served as Managing Director, Director Western Europe and Head of Product Development and since 2004 has also headed the subsidiaries in the UK, France, Spain and Italy as Executive Director Product and Corporate Development.

Mr Carton has been the board member responsible for product and technology development for ad pepper media since May 2005.

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iLead background

iLead is a sophisticated lead generation product that finds many of the world's largest online advertisers qualified contacts who become customers.

Prospects are reached over ad pepper media's extensive media network using a combination of highly targeted ad formats such as pop ups, banners and opt-in email. By choosing to interact with the advertiser and supplying relevant information, the potential new customer gains direct access to the advertiser's products, services and current offers and a dialogue is initiated. Advertisers only pay for leads generated, ensuring significantly lower costs for acquisition compared with offline direct marketing.

As the first such performance-based solution to launch in Europe in year 2000, iLead has a proven track record in delivering ROI on more than 20,000 campaigns worldwide for brands such as Orange, T-Mobile, Nissan, Volvo, KLM, Dell and MBNA.

iLead collects over one million leads for clients every month and has offices in Denmark, France, Germany, Italy, Netherlands, Spain, Sweden, the United Kingdom and the USA. Based on its experience, iLead is often called upon by leading trade bodies such as the IAB UK to help formulate industry best practice.

Please find further information about iLead online here: www.ilead-int.com or www.adpepper.com.

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iSense background

iSense became the world's first semantic targeting solution and has since won multiple industry awards for its ability to place advertising campaigns in exactly the right environments online.

In contrast to other page content focused advertising solutions, iSense does not merely look for keywords to guess the subject matter. Instead, it simulates the way humans understand what a body of text is about, instantly examining every word on a page to interpret the correct meaning.

Web publishers can monetize remnant inventory at a premium because advertisers can be confident that ads placed through the iSense Network, in any display format, are aligned with the audience interests that they specify (in any of over 3,000 categories).

The 'Sense Engine', the advanced automated classification technology that makes this possible, was developed by author, editor and linguist Professor David Crystal who achieved the world's first patents relating to the semantic analysis of online content by computers. It was purchased and tailored to the online display advertising market by ad pepper in 2006.

Since launch, the iSense Network has carried brand awareness and response campaigns for advertisers such as Microsoft, T-Mobile, HSBC, BBC iPlayer, Shell, Fujitsu Siemens, 3M, Eon, O2, Sensodyne and National Express. Their campaigns achieve click through rates of 600% above run of network rates. Publishers on the Network include Incisive Media and Trinity Mirror.

For these achievements, iSense and its sister brand-protection product SiteScreen have been recognized by the industry, winning The IAB UK Innovation Award, E-Consultancy's Innovation in Online Advertising Award, the Festival of Media Communication Futures Award and the European Seal of E-Excellence.

Further information about ad pepper media can be found at: www.isense.net or www.adpepper.com.

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SiteScreen background

The 'SiteScreen Network' became the world's first safe blind network. It is an indispensable tool for protecting brands' reputations online because it is the only proactive way to prevent display ads from appearing next to objectionable content.

SiteScreen is based on patented semantic technology developed by world-renowned linguist, author and editor, Professor David Crystal. It can instantly and accurately identify whether content on a page includes any of twelve categories of objectionable content including adult, swearing, gambling, alcohol, drugs, violence, extreme views or 'bad news'.

Without blocking entire sites or reducing campaign performance, SiteScreen is the ideal resource for brands concerned that well-reported ad misplacements could also happen to them.

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Webgains background

Webgains, ad pepper media's solution for affiliate marketing, offers broad reach performance-based advertising.

With the acquisition of Webgains in 2006, ad pepper media invested in one of the most technologically advanced systems on the market and consolidated its position as a full service offering for online advertisers. Capitalizing on ad pepper media's established sales and distribution channels, Webgains has become one of the fastest growing affiliate networks in the world, rolling out to Germany, the UK, France, Sweden, Denmark, Ireland, Spain, the Netherlands and the USA.

Its user friendly technology and focus on customer service has reinforced Webgains' reputation as the affiliate marketing network of choice, to the extent that it is perceived as a 'next generation' provider. Features include cookie-less tracking, transaction registration, protection from click fraud, 12/7 support, weekly payments, a voucher management tool and a sophisticated real-time reporting system. Webgains was also the first to market with Site Seeker, a semantic tool which automates the categorization of affiliates' websites so merchants can immediately find the best partners.

Merchant clients include Viking Direct, Vitabiotics, Fossil, mymuesli, Financial Times Deutschland and Tesco eDiets.

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