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## Ed Noel to head Lycos Media Division

A Seasoned Lycos Executive comes back

**Hyderabad, India & BOSTON, Mass. — September 29, 2014:** [Ybrant Digital Limited](#) (BSE: 532368) (the name to be changed to Lycos Internet Limited, subject to the approval of the ROC & Shareholders), the leading digital media company, today announced the formation of a new division called Lycos Media and the appointment of Edward Noel as General Manager to Lycos Media.

“As Lycos opens this new chapter, the leadership team and I are confident that Ed is the right person to lead the division forward,” said [Suresh Reddy](#), Chairman and CEO of Lycos.” He has a proven ability to drive innovation, ensure disciplined execution, and deliver results.”

[Edward Noel](#) is a seasoned Executive with many years of experience working in the high tech industry. He has consistent track record of success in applying a multi-disciplinary skillset to a wide variety of projects. His specialties include, Product Management, Corporate Strategy, Ad Sales, Business, Development, Treasury, Financial Analysis as well as M & A. Prior to joining Lycos Media, he worked in several senior positions with Lycos Inc., KPMG & Price Waterhouse, Yippy.com (Publicly traded OTC: YIPI), etc., and most of all, served as Sergeant of Marines with the United States Marine Corps.

“It’s great to be back at Lycos and head the division. The initiatives that the team is working on sound very exciting. I am looking to roll up my sleeves and join the action.” said Edward Noel, General Manager, Lycos Media Division (US).

### About Lycos:

Lycos is one of the original and most widely known Internet brands in the world, evolving from one of the first search engines on the web, into a comprehensive network of social media web sites that foster online communities.

Lycos has been a pioneer in intelligent spidering search technology, combining its proprietary technology with other best in class search services to provide a powerful and relevant search experience for its users.

Times change, and Lycos has changed with them, evolving into digital media power house with two major divisions

**Lycos Media**, is a network of easy to use community and social sites. Lycos's award-winning products and services include tools for blogging, web publishing and hosting, online games, e-mail, and search. The Lycos Network of sites and services include Lycos.com, Tripod, Angelfire, HotBot, Gamesville, WhoWhere, and Lycos Mail. Integrated, these sites help in bringing people together to interact, conduct commerce, have fun, and experience the best the Internet has to

offer, is in our DNA. We offer 40 Local Sites in 120 Languages with a community spanning across 177 Countries. Lycos consistently averages 12 - 15 million monthly unique visitors in the U.S.

**Ybrant Digital**, services businesses, agencies, and online publishers worldwide in meeting their Digital marketing needs. Our clients include leading blue chip advertisers including MTV, Samsung, Viacom, Maruti Suzuki, Airtel, Sony, Coco Cola, Star India, Vodafone, Samsung Electronics, Lenovo, ING, British Airways, Qatar Airways, Titan, Unilever, P&G, Hyundai Motors, ICICI Bank, LIC, and ITC. We partner with top global publishers such as Facebook, Twitter, LinkedIn, MSN and Yahoo! besides proprietary media such as Lycos, Gamesville, getMedia in Latin America and several travel websites in Australia. Lycos advertising serves between 35 to 40 billion impressions every month across the Web.

Lycos employs over 500 people working out of 24 offices worldwide, including the US, Argentina, Brazil, Chile, Uruguay, Mexico, the UK, France, Germany, Italy, Ukraine, Sweden, Serbia, Israel, China, Thailand, Panama, India, Emirates, Russia and Australia, and with representatives or partners in Spain, South Africa, and The Netherlands.

[www.ybrantdigital.com](http://www.ybrantdigital.com)

[www.lycos.com](http://www.lycos.com)

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This press release contains “forward-looking statements” – that is, statements related to future, not past, events. In this context, forward-looking statements often address our expected future business and financial performance, and often contain words such as “expects,” “anticipates,” “intends,” “plans,” “believes,” “seeks,” “should” or “will.” Forward-looking statements by their nature address matters that are, to different degrees, uncertain. For us, uncertainties arise from the behavior of financial and digital marketing industry, and fluctuations in exchange rates; from future integration of businesses; and from numerous other matters of national, regional and global scale, including those of a political, economic, business, competitive or regulatory nature. These uncertainties may cause our actual future results to be materially different from those expressed in our forward-looking statements. We do not undertake to update our forward-looking statements.