

## **Lycos is the new name of Ybrant**

*Ybrant Digital Limited to be called 'Lycos Internet Limited'.*

**Hyderabad, India & BOSTON, Mass. — September 11, 2014:** [Ybrant Digital Limited](#) (BSE: 532368), the leading digital media company, announced its intent to change the name to “[Lycos](#) Internet Limited” subject to shareholder approval. This will see the consolidation of all media properties to simplify the identity of the group to a well-known and easy name “**Lycos**”.



Lycos has been one of the original pioneers in providing solutions during the static web pages days, creating an incredible text based search engine to simplify the user experience in seeking information across a barrage of websites created in the late 90s and early 00s.

“Sticking to the original philosophy of helping the users navigate the Internet, Lycos will stand for “**Simplify Your Digital Life**” then and now. This new Lycos will effectively leverage the company’s expertise in digital media and advertising globally. And the company will derive strategic benefits out of the well-known name in generating more business and entering new areas.” said [Suresh Reddy](#), Chairman and CEO of Lycos.

Innovations in the areas of IOT (Internet of Things), Cloud computing, Data (Big and Smart), Crypto currencies, OpenSource, Security and Privacy (Ephemerality or otherwise) set the stage up for an all-enveloping simple framework to operate from. Lycos will spearhead this effort to bring these disparate, disconnected entities (Web sites, apps and IOT devices) to work in a cohesive manner.

## 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**, 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 helps 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 advertiser 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.