



**Marketing Digital Media Worldwide**

## **Ybrant Digital Launches YReach**

***YReach to be offered across India, with Hyderabad as the Launching Pad***

***Fitness Celebrity, Dinaz, endorses YReach***

**Hyderabad, India, February 4, 2010:**

Ybrant Digital Limited announced the launch of a new format platform “YReach” in Hyderabad. YReach will provide consumers a never before experienced shopping delight and ease of reach. This local search platform will carry a range of products and services catering to the entire family. Shoppers will have the option to choose from a wide array of products and services in every category ranging from Food & Grocery, Home Care Products, Apparel and Accessories, Consumer Durables, Automotive Accessories, Lifestyle Products and services. Over and above this, YReach will offer options for Hyderabadis to have an evening of entertainment or an event experience.

Users can access YReach in three different ways.

1. Phone Call - 45678910
2. SMS - 5626333
3. Internet - [www.yreach.com](http://www.yreach.com)

YReach will remain open 24 hours a day, seven days a week. Highly skilled and trained customer sales representatives are waiting to service consumers across India.

Commenting on the launch of this new format, Suresh Reddy, Chairman and CEO, Ybrant Digital said, “The launch of YReach is yet another step by Ybrant Digital towards providing an international shopping experience to all our customers at unmatched affordability, guaranteed quality and choice of products and services. YReach marks the achievement of another milestone in our effort to unleash a digital revolution in India.” YReach truly promises to give its customers a wonderful and comfortable shopping experience.

Speaking at the launch, Fitness Celebrity, Dinaz said” The YReach experience stands head and shoulders above the other available classified options in the marketplace. The ease of use and the range of products are just incredible!”

## **About YReach**

Ybrant Reach, YReach in short, is a new format platform for the India market from Ybrant Digital, the global end-to-end digital marketing solutions provider.

YReach provides consumers a never before experienced shopping delight and ease of reach. This local search platform carries a range of products and services catering to the entire family. Shoppers have the option to choose from a wide array of products and services in every category ranging from Food & Grocery, Home Care Products, Apparel and Accessories, Consumer Durables, Automotive Accessories, Lifestyle Products and services. Over and above this, YReach will offer options for Hyderabadis to have an evening of entertainment or an event experience.

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## **About Ybrant Digital**

**Ybrant Digital** offers Digital Marketing solutions to Businesses, Agencies, and Online Publishers worldwide.

With over 20 billion impressions a month, our Network serves leading brands such as Cisco, SAP, Intel, Dell, HP, Porsche, Renault, Ford, Jaguar, Land Rover, Toyota, Sony, Nokia, Sony Ericsson, Blackberry, British Airways, Air France, EasyJet, Lufthansa, ING, HSBC, Adidas, GAP Jeans, Reebok, Pepsi, Sprite, Snickers, Red Bull, Nestle, Saxo, Hotels.com, Ask.com, Expedia, Gillette, Phillips, MacAfee, UPS, Fujitsu, MTV, and M&M.

Ybrant partners with some of the prominent online publishers such as MSN, Yahoo!, Viacom, United Online, Fox News, Bebo.com, Media Traffic, Rubicon, Gorilla Nation, Photobucket, Mobile Vision, hi5 Networks, Inc. ODNOKLASSNIKI.RU, Rhapsody, Rollingstone, Listen, Film, Real Guide, Real Games, Real and LillyLikes.

We have direct access to over 100 top Ad Agencies such as OMD, Universal Media, Mediaedge, Starcom, McCann, Zed Media, Carat, MediaCom, Group M, Quasar, Razorfish, Mindshare, Maxus, OmniCom and Oglivy spread across Europe, the

Americas and Asia. This makes Ybrant a Network of choice for the online publishing community to maximize their revenue potential.

Our Technology platforms help leverage the full capabilities of Digital Media, which enable businesses to reach out to the right audience with the right offer.

**Ybrant Digital** has a global presence, with offices in 16 countries including North America, Argentina, Chile, Uruguay, Mexico, UK, France, Germany, Serbia, Israel, India and Australia, and representatives in Scandinavia, Poland, Italy and Greece.

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

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**Note:** This press release contains statements that are forward-looking within the meaning of applicable laws and are based on Ybrant's current expectations and assumptions as of this date. Ybrant Digital undertakes no obligation to update or revise any forward-looking statement whether the result of new developments or otherwise. These statements are subject to a number of risks and uncertainties that could cause actual results to differ materially from those anticipated.