



Marketing Digital Media Worldwide

Ybrant Digital secures \$48 million Funding

Receives Financing from Oak and ICICI

Hyderabad, India; January 18, 2011: Ybrant Digital, the global digital marketing company, today announced the closing of a \$48 million round of fresh financing as combination of debt and equity. Ybrant Digital will use this new round of funding to grow its reach, develop new technology, expand internationally and explore acquisitions.

Oak India Investments, an affiliate of Oak Investment Partners, participated in the new financing round; joined by current investors, Asia Pacific Capital, as well as ICICI Bank. The financing comes in the wake of a very successful year for Ybrant, characterized by its major acquisition, Lycos – a leading Internet and Search portal, and the launch of its local search platform, 'Ybrant Reach' ('YReach') in India.

The digital advertising industry has seen an unprecedented growth over the last ten years that has highlighted the domain's strategic value and its growing importance in the global advertising market. In this climate of increased activity and consolidation, Ybrant Digital aims to continue its rapid growth.

"Suresh and his team have demonstrated unique ability to identify, acquire and integrate, relevant businesses across the world. We are confident that Ybrant will emerge as the digital marketing leader of the next generation with emphasis on global growth and new media" said Roy Rodrigues, advisor to Oak Investment Partners.

“Ybrant Digital exemplifies the kind of company we look to invest in; a company that provides meaningful value to a growing customer base and, most importantly, strong fundamentals and an innovative spirit that drive business growth” said Sanjeev Mantri, General Manager at ICICI Bank.

“We invested in Suresh and his team with great faith in their ability to deliver, based on significant previous entrepreneurial and managerial success. Through acquisitions, strategic alliances, and organic growth; the Company has exceeded our expectations and we are truly excited to support an industry leader” said Alicia Eastman, Executive Director and Partner at Asia Pacific Capital.

“Having a buy-in from Investors like Oak, Asia Pacific Capital and ICICI brings validation to our business strategy, as we embark on our next phase of growth and expansion” said Suresh Reddy, Chairman and CEO of Ybrant Digital. *“Ybrant has become known for our endeavor is to engage audiences across all forms of digital media around the world.”*

About Ybrant Digital

Ybrant Digital offers Digital Marketing solutions to businesses, agencies, and online publishers worldwide. It connects Advertisers with their Audience across any form of digital media, using its massive local presence to deliver appropriate messages to the right audience, through the most relevant digital channels.

Founded in 2000 and headquartered in India, Ybrant Digital spans the globe with offices in 20 countries, including US, Argentina, Brazil, Chile, Uruguay, Mexico, UK, France, Germany, Sweden, Ukraine, Serbia, Israel, China, India, and Australia, and with representatives or partners in Spain, Poland, Netherlands, Italy and Greece.

Ybrant Digital provides digital solutions to leading brands including SAP, Porsche, Ford, UPS, Swissair, Chevrolet, 3M, Jeep, US Army, LaSalle and Lufthansa. Besides proprietary media such as Lycos,

Gamesville, getMedia in Latin America and several travel websites in Australia, Ybrant Digital partners with top global online publishers such as Facebook, Google, MSN, Yahoo!, Viacom, 24.7Real Media, United Online, and About.com, while also working closely with over 140 top Ad Agencies including OMD, Carat, MediaCom, Group M, Quasar, Razorfish, Mindshare, Maxus, OmniCom and Oglivy, spread across Europe, the Americas and Asia.

The enormous reach, cross platform capabilities and technology platforms help Ybrant Digital to exploit the full capabilities of Digital Media, position Ybrant Digital as a leading entity in the new age of digital advertising, and make it the platform of choice for any advertiser looking to connect with its audience across digital media channels.

www.ybrantdigital.com

About Oak Investment Partners

Oak Investment Partners is a multi-stage venture capital firm with a total of \$9.5 billion in committed capital. The primary investment focus is on high growth opportunities in Broadband Internet and Wireless Communications, Information Technology, Consumer Internet/New Media, Financial Services Technology, Healthcare Information and Services, Clean Energy, and Retail. Over a 32-year history, Oak has achieved a strong track record as a stage-independent investor funding more than 481 companies at key points in their lifecycle. Oak has been involved in the formation of companies, funded spinouts of operating divisions and technology assets, and provided growth equity to mid- and late-stage private businesses and to public companies through PIPE investments. For more information, please visit Oak's website at www.oakvc.com.

About Asia Pacific Capital

Asia Pacific Capital is an asset management company established in 1992. APC formed a 50-50 joint venture with General Electric (GE) in Asia and managed the GE Asia Pacific Capital Technology Fund -

investing both GE's balance sheet money and assets of other institutions and corporations. After successful divestment of that Fund, Asia Pacific Capital is currently managing Asia Pacific Capital Fund II, seeded by BNP Paribas with support from leading Asian institutional investors. For more information, visit: <http://www.apcinvestors.com/>

About ICICI Bank:

ICICI Bank is India's second-largest bank with total assets of Rs. 3,634.00 billion (US\$ 81 billion) at March 31, 2010 and profit after tax Rs. 40.25 billion (US\$ 896 million) for the year ended March 31, 2010. The Bank has a network of 2,508 branches and 5,808 ATMs in India, and has a presence in 19 countries, including India. ICICI Bank offers a wide range of banking products and financial services to corporate and retail customers through a variety of delivery channels and through its specialized subsidiaries in the areas of investment banking, life and non-life insurance, venture capital and asset management. For more information, visit: <http://www.icicibank.com/index.html>

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