



Ybrant's Oridian announces Integrid Media as its exclusive distributor in India

Oridian, Ybrant's leading brand, today announced that India-based Integrid Media will serve as its official seller for web advertising space in India.

Tel Aviv, Israel, December 17, 2008

Oridian, the leading brand of the Hyderabad-based Ybrant Digital Limited, the top-notch global ad network operating in the United States, the United Kingdom, Australia and 40 other countries, announced that India-based Integrid Media, an organization serving as a one-stop shop for integrated media solutions, will be its exclusive seller of web advertising properties for that country. Ybrant's other brands include AdDynamix, MediosOne, VoloMP, AMS and WordCents.

In March 2007, Ybrant's MediosOne, the global search-based internet advertising network provider entered a joint venture with Integrid, to develop into the Indian market. The partnership has been very successful and has evolved to be one of the key networks in the market.

Oridian Online Media Solutions is a leading international advertising network with local sales houses and site-specific representation. The company enables premium websites to monetize their international traffic in more than 40 countries while offering advertisers and agencies dedicated and optimized campaign management. Oridian earned IASH accreditation after passing their first audit in July this year, and is a full member of the Internet Advertising Sales Houses (IASH); while Integrid Media is comprised of veteran media professionals with extensive experience and a broad network of contacts within agencies and clients. This experience in media placement, as well as Integrid's strong influence within the Indian market, makes this cooperation an ideal match for both parties.

"With most of the online advertisers on the MediosOne network, our earlier partnership with Integrid has been truly fruitful. I am sure Oridian joining hands with Integrid will further strengthen the relationship and take it to the next level. We are excited to be cementing our relationship with this company of great caliber," said Gal Ekstein, General Manager of Oridian Global. "We have been working as a team with Integrid Media for a year now, and this exclusive agreement will go far in strengthening our presence in India."

"We are continually looking for ways to not only up our service, but also the product itself," said Anil Mishra, CEO of Integrid Media. "By partnering with Oridian, we offer publishers quality content ads, while at the same time ensuring advertisers the prime promotional space on leading web properties. This in turn, will enable us to offer more effective campaigns to our clients."

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France: Tel +33 (0)1 47 48 95 64 Fax +33 (0)1 77 72 27 15 **U.S.A:** Tel +1 646 644 08 71 Fax +1 917 677 82 42

International: Tel +972 9 960 9600 Fax +972 9 955 5421



About Ybrant / Oridian

Ybrant Digital offers comprehensive end-to-end digital marketing services worldwide. Oridian Online Media Solutions, its leading brand, is a top-notch international advertising network with local sales houses and site-specific representation.

Oridian enables premium websites to monetize their international traffic in more than 40 countries while offering advertisers and agencies dedicated and optimized campaign management. With over 12-billion monthly impressions, a massive worldwide inventory and access to tens of millions of users on various continents, Oridian enables advertisers to implement highly effective network-wide branding as well as direct response campaigns, and allows publishers to monetize traffic from all over the world.

Oridian is a Top-10 network with access to over 180-million monthly users worldwide, of which 40-million are in North America and 87-million are in Europe. The company has offices in the United States, the United Kingdom, Germany, France, Italy, the Netherlands, Norway, Sweden, Belgium, Ireland, Greece, Russia, Poland, India, Argentina, Australia and Israel.

For more information: <http://www.oridian.com>

About Integrid Media

With its dynamic team of handpicked professionals and an extensive network of media contacts, Integrid Media brings a unique blend of skill sets to the table. The company offers comprehensive digital solutions to its clients, including planning, buying and creative services, along with a range of online resources to deliver effective campaigns. Integrid Media also represents content destinations like www.jetairways.com on an exclusive basis for monetization of online inventory. In the coming months, the company plans to launch a series of owned content destinations, the first of which, www.yqworld.com is already live.

Aside from the digital space, the company focuses on its core competency, ad sales, covering all media through TV & specialty ad sales, consumer activation and out of home solutions (OOH), and providing clients with more value through better integrated marketing solutions and economies of scale.

Integrid Media actively tracks market trends, keeping its finger on the most innovative and practical developments in the advertising media. The organization is a one-stop shop that delivers integrated media solutions to clients, allowing the convenience of a single point for all media requirements.

For more information: <http://www.integridmedia.com>

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