



Breakthrough Digital Marketing

Ybrant's Oridian Passes the IASH Audit

Joins the Exclusive List of Ad Networks

Germany, EU, June 4, 2009 – Oridian, Ybrant's leading international ad network brand, has earned IASH (The Internet Advertising Sales House) accreditation by passing its audit, one of the stringent ad placement standards.

IASH is the official Ad Network Council of the IAB. IASH Code provides a formal framework for best practices for IASH Members to follow when dealing with advertisers, agencies, networks and site owners. The purpose of the Code is to give those buying, selling or brokering internet advertising space a clear understanding of the types of inventory that can and cannot be used when fulfilling an ad insertion order. The Code also forbids IASH members to sell inventory related to hate, indecency, bombs, guns, spyware and so on. It also sets out to provide transparency for the buyer.

The tougher Code of Conduct, announced in Jan 2008 (Version 8.1), reinforces IASH's commitment to transparency and the tightening of the Code of Conduct.

"The IASH accreditation is exclusive and we are proud to be a member after our UK office that led the way in June 2008. This will boost confidence in the eyes of our clients who can be at ease when they rely on us to run their campaigns on safe and relevant content websites." said Jacob Nizri, President of Display Ad Networks for Ybrant Digital.

Richard Foan, managing director of ABCe, said: "As the IASH members know, the stringency of our audit processes continues to grow, in line with industry demands. It is clear to me that IASH members are determined to deliver to their clients through the IASH/ABCe stamp of trust."

The IASH Code of Conduct bans adverts appearing on "barred content", namely pages that feature indecent, obscene or hate content in any form. Any subscriber found to be

selling, brokering, re-selling or re-brokering barred inventory is liable to suspension or expulsion from IASH.

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.

www.ybrantdigital.com

About Oridian

Ybrant's Oridian, 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. With over 9 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. The 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, Oridian maintains international headquarters and a development center in Israel, sales offices in North America, Latin America, Argentina, France, Germany and

the UK, and representatives in Australia, Belgium, Italy, Scandinavia and The Netherlands. Since January 2008, Oridian has been a part of the Ybrant group, parent company of some of the fastest growing digital marketing companies. For more information: <http://www.oridian.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.