



**Breakthrough Digital Marketing**

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## **Ybrant Digital Acquires Max Interactive *The #1 Australian Ad Network***

### **This marks Ybrant's Entry into Asia Pacific Markets**

**Hyderabad, India, August 3, 2009:** Ybrant Digital, the leading provider of digital marketing solutions, today announced the acquisition of privately owned Max Interactive, the top Ad network in Australia. The deal details of this all-cash deal were not disclosed. This acquisition comes on the heels of Ybrant's recent acquisition 'dream ad', the leading Ad Network in Latin America in April 2009.

Max Interactive Pty Ltd. specializes in banner-based web advertising, Mobile and eMail marketing with advertisers such as Vodafone, Telstra, HP, Nokia, Nissan, Citibank, American Express, Visa, Rabo Bank, Land Rover, Qantas, Jack Daniels, Newscorp, Adobe, Qantas, Virgin and Nestlé.

Max's publishers include Webjet, RewardsCentral, 3 Mobile, About Seniors, MobileActive, Ski.com.au , Yakedi and Ybrant's Oridian to name a few.

"While this acquisition marks our entry into APAC market, more significantly, Max will be our first sales group that has successfully sold banners, search key words and emails together in any one market. Added to that, Dominic and his team with their infectious enthusiasm will add an extraordinary facet to Ybrant's global persona." said Suresh Reddy, Chairman & CEO of Ybrant Digital.

Dominic Elfer, the founder and Director of Max Interactive, commented, "We are excited to combine forces with Ybrant. Their global sales force and strong technology backbone will give us a compelling competitive edge to take on the Aussie market with renewed vigor."

The brand, Max Interactive, will continue under the same name and will be highlighted as 'A Ybrant Digital Network'. Dominic Elfer will integrate into the team as Managing Director of Australia under the Ybrant Networks Division, headed by Jacob Nizri.

## **About Ybrant Digital**

Ybrant Digital offers Digital Marketing solutions to Businesses, Agencies, and Online Publishers worldwide. With over 20 billion [more... www.ybrantdigital.com](#)

## **About Max Interactive**

Max Interactive is an independent Interactive Sales and Marketing Network established in Australia October 2001. The company represents premium local brand name websites such as Webjet, Ski.com.au and FitnessFirst.com.au, as well as Australia's largest permission email database, [more... www.maxinteractive.com.au](#)

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This press release has 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 statements.