

# Press Release



## Ybrant Acquires VoloMP, a High-end Email Marketing Solutions Provider

*Ybrant consolidates in another channel of the digital marketing arena.*

- Deal Value - Undisclosed
- Broadens Ybrant's Global Presence
- Complements Ybrant's Product Offering

**Hyderabad, India; April 9<sup>th</sup>, 2007:** Ybrant Technologies today announced the acquisition of SEENETIX d.o.o. Terms of the deal remain undisclosed.

The acquired partner is a privately held company with headquarters in Belgrade, the capital of Serbia, with offices in Bosnia and Herzegovina (Europe) and a sales team in the US. Its flagship product is VoloMP.

VoloMP is a high-performance email marketing platform with rich feature set, ease of use and improved deliverability. This high end email marketing platform provides better reach and offers ways to stretch the marketers' dollars.

"The VoloMP team has built an exciting and powerful platform that snugly fits into the overall scheme of things in the Ybrant strategy", said Suresh Reddy, Chairman of Ybrant Technologies. "Our companies share similar values, we both depend on technology innovations to simplify customer experience and maximize their ROI. Together, we are natural partners in offering compelling digital marketing services to our clients."

Nikola Krgovic, the President of VoloMP commented "Ybrant is quickly changing the rules of the game with its truly international approach in the digital marketing space. We are excited to be a part of this growing organization."

## **About Ybrant**

Ybrant is the parent company of some of the fastest growing digital marketing companies. Together, the Ybrant family offers comprehensive end-to-end digital marketing services to direct marketers, brand advertisers and marketing agencies.

Through our individual businesses – Ybrant Technologies, MediosOne, AdDynamix, and VoloMP – Ybrant focuses on harnessing the marketing power of the digital media through delivering technologies, network and insights that drive measurable and accountable results to our clients.

[www.ybrant.com](http://www.ybrant.com)

## **About VoloMP**

VoloMP is a high-end product designed to facilitate permission-based email marketing. VoloMP provides control and flexibility with regard to email campaigns, enabling to target customers better, save time and money setting up campaigns, collect and measure detailed customer response data, and turn information into wisdom - wisdom that leads to more meaningful customer relationships and improved return on investment. VoloMP allows marketers/advertisers to:

- Build a rich consent-based email database
- Segment your customer base with profile data for targeting
- Manage and maintain databases (subscribes, unsubscribes, bounce-backs, etc.)
- Create targeted, personalized email campaigns
- Ensure campaign effectiveness with pre-testing capabilities
- Manage delivery of multiple email messages
- Serve dynamically targeted ads into text, HTML, and AOL email
- Measure and track campaign results through in-depth, real-time reporting

[www.volomp.com](http://www.volomp.com)

**Fur further information, kindly contact:**

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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 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. Ybrant Technologies Limited is proposing to make a Public Issue of securities in the near future and is in the process of filing a Draft Offer Document with the Securities and Exchange Board of India (SEBI).