



## **Ybrant Announces Name Change**

**A successful integration of its Companies**

- **Successfully integrates business units and announces executive promotions**
- **Aligns Oridian, AdDynamix, MediosOne, and VoloMP as brands on consolidation**
- **Changes name to Ybrant Digital Limited**

**Hyderabad, India, May 20, 2008:** Ybrant, the leading provider of digital marketing solutions, officially announced the change of its name to Ybrant Digital Limited (formally Ybrant Technologies, Ltd.), and the successful integration of its five subsidiaries. Henceforth, Ybrant Digital will begin operating under its new name.

Over the last two years the company has acquired Oridian, AdDynamix, VoloMP, and MediosOne, which are in addition to its original technologies and support group, Ybrant Technologies. The five companies are now consolidated and integrated under the parent, Ybrant Digital. The reorganization of the company will result in the formation of three primary operating divisions; Display Ad Networks, Technology Platforms, and Strategic Initiatives.

The organization structure going forward will look as follows:

Jacob Nizri, the current head of Oridian, is now the President of Display Ad Networks. Mr. Nizri will oversee the Display Ad Networks of Ybrant namely Oridian, AdDynamix and MediosOne. Reporting to Nizri are Sacha Berlik, General Manager of Oridian-Western Europe, Oded Lev, General Manager of Publisher services, Keith Merrill, General Manager of AdDynamix, Gal Ekstein, General Manager of Oridian-Global, Shahar Shaharbany, Vice President of Finance, Ella Avraham, Director of Operations, and Shirley Lowenstein, Director of Contextual Networks.

Vijay Kancharla, co-founder of Ybrant Digital, is now the President of Technology Platforms. In his new role Vijay will oversee VoloMP, support services, software

development, and technical services, and all of the Technology Platforms owned by Ybrant. Reporting to Mr. Kancharla are Dzenis Softik, General Manager of VoloMP, Krishna Sudun, Vice President of Engineering, Sumit Roy, Director of Business Services, Sayed Zameer, Director of Human Resources, and Sam Gender, Vice President of Technology.

Brad Cohen is now the President of Strategic Initiatives. Mr. Cohen will oversee the Mergers and Acquisitions, Corporate Strategy, and Integration efforts of the company.

All three Presidents report to Suresh Reddy, the Chairman and CEO of Ybrant Digital.

Other senior positions that were filled recently are Charles Anderson assumed the role of the Financial Controller, and Rema Sujeeth took up the role of Senior Manager of Corporate Communication, both of whom report to Mr. Reddy.

“This consolidation will effectively leverage our core strengths in technology, network and insights which will enable Ybrant Digital to bring value to our clients be it advertisers, publishers or other networks. The new corporate identity symbolizes the strength of integration to present a unified approach in doing business worldwide.” said Suresh Reddy, Chairman and CEO of Ybrant Digital.

The new structure creates the right framework to effortlessly integrate Ybrant's operating units, and achieve three key objectives:

- Consolidate operations and deliver improved technology platforms to its Ad networks, while meeting the needs of advertisers and publishers worldwide.
- Identify and acquire companies that would complement and enhance the gamut of end-to-end digital marketing solutions.
- Reorganize key executives into critical roles allowing maximized scalability

### **About Ybrant Digital**

Ybrant Digital offers comprehensive end-to-end digital marketing services worldwide. Our focus is to deliver maximum ROI to our advertisers and maximum monetization to our publishers.

Through our brands Oridian, AdDynamix, MediosOne and VoloMP we provide advertisers to target digital consumers worldwide using our sophisticated technologies. We work closely with publishers, selling their advertising space with the help of the latest technologies and global sales force, allowing the publisher to monetize their entire inventory worldwide.

Ybrant Digital has a global presence, with offices in North America, Latin America, Israel, India, Philippines, Argentina, Serbia, France, Germany and the UK, and representatives in Australia, Scandinavia, Italy and Greece.

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

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