



Breakthrough Digital Marketing

Ybrant Digital Acquires dream ad, the Leading Ad Network with a Strong Regional Presence in Latin America

dream ad is the Leading Network in Argentina, Chile, Uruguay and Mexico, and the Exclusive Sales House for Microsoft Advertising in the South Cone Region

Ybrant Extends Global Reach Deeper into South America

Hyderabad, India, April 29, 2009: Ybrant Digital, the leading provider of digital marketing solutions, today announced the acquisition of dream ad, another major company with a strong regional presence in Latin America - Argentina, Chile, Uruguay and Mexico. With this acquisition, Ybrant further deepens its reach into South America adding 4 more countries to its already expansive global presence. This deal is expected to bring in compelling strength to Ybrant's worldwide services to online publishers.

Argentina is \$ 2.5 billion advertising market with \$70 million online spend. And, Chile is a \$ 900 million advertising market. dream ad has been in business for 6 years now and comprises of a solid team of professionals with experience from IBM, Accenture, and Grupo Clarin. The company has over 300 active clients. Its leading partners include, Microsoft Advertising, MTV, eBuddy, Fotolog, Sonico, Dorimedia, Keegy, Viva Street, Ciudad.com and Ybrant's own Oridian. dream ad is the exclusive sales house for Microsoft Advertising in the South Cone Region. It's one of the main online players in Argentina, alongside Google, Clarin, La Nacion, and Yahoo!.

From 07 to 08, dream ad achieved a Year-on-Year growth of 90% and continues that dream run in 2009.

"This transaction will increase our footprint worldwide and help us better represent our publishers and their global traffic. With this acquisition, we will have men on ground in 16 countries spread across Europe, the Americas and Asia, to capitalize on our extensive ad inventory." said Suresh Reddy, Chairman & CEO of Ybrant Digital.

“With the backing of Ybrant’s sales, financial and technical muscle, we believe dream ad will be able to up the game in the region. We will be able to provide broader solutions to our publishers and advertisers across Latin America.” said the founders of dream ad, Emanuel Goldschmidt and Andres Laniado.

Emanuel and Andres integrate into Ybrant’s Networks Division. Emanuel and Andres take up the role of MD of Latin America under the Ybrant Networks Division, headed by Jacob Nizri. Going forward, the brand dream ad, will continue under the same name and be highlighted as ‘A Ybrant Digital Network’.

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 dream ad

dream ad was founded in 2003 and established in Buenos Aires, with offices in Chile, Uruguay and Mexico. dream ad counts with two Business units which are both devoted to the exclusive representation of leading Internet media.

Our business is based on representing media on an exclusive basis, something which allows us to reach agencies and advertisers with different and innovative proposals.

With over 300 active clients, our leading partners include, Microsoft Advertising, MTV, eBuddy, Fotolog, Keegy, Viva Street, Ciudad.com and Ybrant's own Oridian.
www.dreamad.biz

For more information, please 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 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.