

Ybrant's MediosOne Partners with Integrid Media

Ybrant enters Indian markets through this relationship

- **Partnership details - Revenue shared. As exclusive representation of MediosOne in India**
- **Establishes presence in Indian media market**
- **Adds strength to the sales efforts and international reach**

Hyderabad, India; March 15, 2007: The operating unit of Ybrant and the global internet advertising network provider MediosOne, today announced its business partnership with Integrid Media, the Mumbai based leading integrated media solutions provider. This business relationship will place Integrid Media as the exclusive representative of MediosOne in India.

The Mumbai based Integrid Media delivers integrated media solutions, allowing advertisers the convenience of a single point for all their media requirements. This means, insulation from the risks of dealing with several individual or uncoordinated operators, and a heightened overall efficiency.

"We are excited to enter into this partnership with Integrid. As our partner to exclusively represent sales and publisher on behalf of MediosOne inside of India, we see a tremendous breakthrough into Indian Markets. MediosOne as part of the Ybrant family is leveraging existing relationships inside India, and this new relationship will further muster the strength." commented Brad Cohen, CEO of MediosOne.

Anil Mishra, MD & CEO of Integrid commented, "We are looking forward to working with MediosOne. Their sophisticated methodologies and tools will bring proven global digital marketing practices to Indian markets. Due to which, the services we offer will bring the highest ROI to the Indian Marketer."

Suresh Reddy, Chairman of Ybrant Technologies, the parent company of some of the fastest growing digital marketing companies, with which MediosOne is a part, commented, "Integrid has phenomenal relationships, partnering with Anil and his team at Integrid gives us a unique access to serve top-brand advertisers, direct marketers and marketing agencies across India."

As per the IMAI report on the Indian markets, the Internet user base in India is expected to grow to 54 million users by March 2008. In the wake of this fast growth, such partnerships are bound to throw-up innovative ways of serving the digital consumer better. Ybrant, Medios and Integrid can collectively leverage on the tremendous evolving space for growth.

About MediosOne

MediosOne is one of the operating units of Ybrant; the parent company of some of the fastest growing digital marketing businesses delivering technology, insights and network for the digital marketing space.

MediosOne focuses on delivering graphical and contextual banners to users from around the world. It targets users locally by using advanced geo-targeting technology to reach users in their native language. MediosOne's network includes advertisers from many Fortune 500 companies, as well as dozens of the Alexa top one thousand ranked sites.

Services for Advertisers: MediosOne uses advanced target sensing software to allow advertisers to reach users on many demographic levels. Targeting parameters include – geography, daypart, languages, channels, age and gender, etc. The company targets users in over 28 different languages and dialects in over 150 countries world wide.

Services for Publishers: Medios helps publishers monetize their traffic by way of the most competitive eCPMs in business. Features include - on-time payments, competitive eCPMs, hourly reporting, own control panel, 24/7 support, etc.

www.mediosone.com

About Integrid Media

Integrid Media provides an entire range of online solutions, from planning and buying for an entire internet campaign to creative design, website maintenance and enhancement, post-campaign analysis and search engine marketing. Its sales representation services offer both advertisers and individual portal owners a chance to have the best ad sales professionals working for them, without the burden of full-time overhead costs.

About Ybrant

Ybrant is the parent company of the 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 its 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 clients.

www.ybrant.com

Fur further information, kindly contact:

<p>Sreedhar K V/ Venkat P AdFactors Pvt. Ltd. 98480 35385/93920-46006 Sreedhar.kodakalla@gmail.com Prvenkat72@gmail.com</p>	<p>xxxxxx</p>
--	---------------

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 Securities and Exchange Board of India (SEBI).