

Ybrant's Oridian Online Ad Network Adds Global Flair to FTV.com

Oridian's worldwide presence will enable Fashion TV to monetize all international ad traffic over FTV.com which reaches over 800,000 unique users per month

April 3, 2008 – Ybrant's Oridian, the largest privately owned advertising network today announced an agreement with global fashion and beauty media powerhouse Fashion TV (FTV) to monetize all international ad traffic over FTV.com, FTV's online presence.

Oridian is one of the top 10 international advertising networks worldwide with reach that exceeds 140 million unique users per month – more than 80 million in the EU alone. Oridian bridges between advertisers and publishers around the world to bring international advertisers to US publishers and quality global media to advertisers overall.

Fashion TV is present in 202 countries to over 300 million households worldwide. Since its unveiling in April 2007, the new FTV.com site has grown 120%, racking up over 800,000 unique users per month. FTV.com sustains a constant growth of international users by focusing on traffic increase through media exchange with its local broadcasting affiliates and leveraging the television channel to promote website use.

Oridian CEO Jacob Nizri said, "FTV is particularly strong in Europe, including Austria, Belgium, Luxembourg, Denmark, Finland, France, Germany, Ireland, Italy, The Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and the UK. Oridian has unparalleled reach in those markets - 35% in the UK or 6.7 million unique users; 38% in the Netherlands or 4.5 million unique users; 15% in Germany - 8 million; 55% in Belgium - 3.1 million, and so on. Our ad network helps advertisers reach potential customers over FTV.com, and take full advantage of FTV's global clout and outstanding reputation."

Fashion TV.com General Manager – Noa Ramot said, "FTV.com went online the same day that Fashion TV went on the air at 1997 and has always maintained a strong focus on the demands of the new media industry. The new FTV.com portal is constantly growing in visitors, page views per month and page per visit performance. FashionTV and FTV.com always strive to keep up to par with broadcast/web/mobile convergence and are always developing new channels of interaction and revenue; our agreement with Oridian, which will drive more local and relevant advertising to international readers, reaffirms that fact."

FTV.com research shows the site has a strong following among young singles and young couples, male and female, gay and straight, and leads in index categories connected to luxury, high spending for fashion, perfumes, accessory, jewelry, and watches, transport and travel.

About Oridian

Oridian – Online Media Solutions, is the leading privately owned global online advertising company that lifts both advertisers and publishers to new heights. With over 9 billion monthly impressions, a massive worldwide inventory and access to tens of millions of users on various continents, Oridian enables advertisers to implement highly effective network-wide branding as well as direct response campaigns, and allows publishers to monetize traffic from all over the world. The Top-10 network with access to over 180 million monthly users worldwide, of which 40 million are in North America and 87 million are in Europe, Oridian maintains international headquarters and a development center in Israel, sales offices in North America, Latin America, Argentina, France, Germany and the UK, and representatives in Australia, Belgium, Italy, Scandinavia and The Netherlands. Oridian is a part of the Ybrant group, parent company of some of the fastest growing digital marketing companies. For more information: www.oridian.com

About Fashion TV

From Paris to London to Milan and every fashion capital in between, see it first on Fashion TV, the world's largest 24-hour fashion network. Get the best seat in the house at exclusive shows, go behind the scenes with leading photographers and meet top models as they live the lives of the young, the beautiful and the Jet-Set. Fashion TV broadcasts in 202 countries to over 300 million households. Based in Paris, France, since 1997, Fashion TV is broadcast on 38 satellites and over thousands of cable operators. Its content is focused on fashion shows, backstage, photographers, models and celebrities. The Fashion TV Website (www.ftv.com) receives over 800,000 unique hits per month with visitors watching an average of 12 minutes. In the U.S., Fashion TV reaches over nine million households and over 15 million households in South America.

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