



LYCOS Announces the Launch of Brightcom

Gali Arnon to be the CEO of Brightcom

Hyderabad, India and Herzliya, Israel, April 20, 2016: [LYCOS](#) (NSE: LYCOS I BSE: 532368), the global Internet brand, today announced that the company is working on a meaningful and widespread reorganization of the group. These changes are designed to simplify the way LYCOS interacts with customers, partners, investors and world at large. This move will facilitate the organization in becoming more nimble and responsive.

In line with the above plan, the company made the first major announcement today.

BRIGHTCOM powered by LYCOS

Brightcom brings together the legacy of 'Ybrant Digital' alongside the 'Brightcom' Media initiative. This combines data-driven technology together with the company's strong bonds with advertisers and publishers, all in one consolidated platform.

The motto of the brand is 'Leading through technology, winning through people'.

The global expert team, be it in APAC, Israel, Europe, USA or Latin America, offers know-how and perspective, which are shaped into a strategy and a plan of action eventually executed to meet the clients' goals.

The current operations will remain intact. If anything, they will only get better. There are new products, exclusive media-assets and new offices, waiting to be unveiled soon.

Gali Arnon will take on the role of CEO of Brightcom. She is a natural choice to take up this role due to her initiative in bringing together the core idea and the entire business plan for Brightcom. She will transition out of her current role as the General Manager of the Advertising Division of LYCOS, Ybrant Digital.

Gali Arnon, CEO of Brightcom, said "We are setting sail on a new path to reach our ultimate goal – Earning and maintaining our partners' trust. Thanks for sharing our journey!"

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About LYCOS:

LYCOS is one of the original and most widely known Internet brands in the world, evolving from pioneering search on the web, into a family of three business units covering digital media, marketing, and Internet of Things (IoT).

LYCOS Media is a network of easy-to-use community and social sites in 120 languages across 177 countries. LYCOS' award-winning products and services include tools for blogging, web publishing and hosting, online games, e-mail, and search. The LYCOS Network of sites and services include Lycos.com, Tripod, Angelfire, HotBot, Gamesville, WhoWhere, and LYCOS Mail.

LYCOS Advertising enables businesses, agencies, and online publishers worldwide in meeting their digital marketing needs, serving 40 billion impressions every month. Clients include leading blue chip advertisers like Airtel, British Airways, Coca-Cola, Hyundai Motors, ICICI Bank, ITC, ING, Lenovo, LIC, Maruti Suzuki, MTV, P&G, Qatar Airways, Samsung, Viacom, Sony, Star India, Vodafone, Titan, and Unilever. Publishers include Facebook, LinkedIn, MSN, Twitter, and Yahoo! LYCOS works with agencies like Havas Digital, JWT, Mediacom, Mindshare, Neo@Ogilvy, OgilvyOne, OMD, Satchi&Satchi, TBWA, and [ZenithOptiMedia](#), to name a few.

LYCOS Life is the new consumer products division focused on IoT. LYCOS Life is dedicated to the future of communication and information management in which everyday objects will be connected to the internet, also known as the “Internet of Things” (IoT).

LYCOS employs around 450 people working out of 24 offices worldwide, across the US, Israel, India, Western Europe, Australia and Latin America. For more information please visit www.lycos.com

[About Brightcom](#)

Brightcom is a global ad tech company that provides multi-channel products, and proprietary programmatic solutions for advertisers and publishers across video, display, social and mobile channels. Brightcom’s data-driven technology boosts targeting, speed and ultimately, value to our clients. With presence in the US, Latin Americas, Middle East and Asia Pacific regions Brightcom works directly with publishers, advertisers or anyone in between, providing a platform that allows commerce to take place.

[Disclaimer](#)

This press release contains “forward-looking statements” – that is, statements related to future, not past, events. In this context, forward-looking statements often address our expected future business and financial performance, and often contain words such as “expects,” “anticipates,” “intends,” “plans,” “believes,” “seeks,” “should” or “will.” Forward-looking statements by their nature address matters that are, to different degrees, uncertain. For us, uncertainties arise from the behavior of financial and digital marketing industry, and fluctuations in exchange rates; from future integration of businesses; and from numerous other matters of national, regional and global scale, including those of a political, economic, business, competitive or regulatory nature. These uncertainties may cause our actual future results to be materially different from those expressed in our forward-looking statements. We do not undertake to update our forward- looking statements.