



Simplify your Digital Life

---

## **BSE Accepts the Name Change of Ybrant to LYCOS**

LYCOS Internet Limited (BSE:532368) with scrip ID 'LYCOS'

**Hyderabad, February 16, 2015:** [LYCOS](#), the most widely known Internet brands in the world, has evolved from one of the first search engines on the web, into a comprehensive digital media destination for consumers across the world. LYCOS, announces that from today, the BSE will list Ybrant Digital Limited as LYCOS Internet Limited (BSE:532368) with scrip ID LYCOS.

For the Indian investor this is a positive change to capitalize the global legacy of the brand.

[Suresh Reddy](#), Chairman & CEO of LYCOS said, "This is a significant step ahead and in tune with our strategy of introducing the much awaited revamped products on the brand 'LYCOS' platform. We are developing some exciting products, and the team is all geared to take on the India, LATAM and markets across the world. We are also looking forward to monetizing the large online opportunity in India."

### **Media Contact**

Rema Sujeeth - India  
[rema@ybrantdigital.com](mailto:rema@ybrantdigital.com)  
Phone: 040 45679825

### **About Lycos:**

Lycos is one of the original and the most widely known Internet brands in the world, evolving from one of the first search engines on the web, into a comprehensive digital media destination for consumers across the world.

Lycos has been a pioneer in intelligent spidering search technology, combining its proprietary technology with other best-in-class services to provide a simple yet a powerful internet experience to its users and clients.

Times change, and Lycos has changed with them, evolving into a digital media power-house with two major divisions.

Lycos Media, is a network of easy-to-use community and social sites. Lycos's 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. Integrated, these sites help in bringing people together to interact, conduct commerce, have fun, and experience the best the Internet has to offer, is in our DNA. We offer 40 Local Sites in 120 Languages with a community spanning across 177 Countries.

Ybrant Digital, services businesses, agencies, and online publishers worldwide in meeting their Digital marketing needs. Our clients include leading blue chip advertisers including MTV, Samsung, Viacom, Maruti Suzuki, Airtel, Sony, Coco Cola, Star India, Vodafone, Samsung Electronics, Lenovo, ING, British Airways, Qatar Airways, Titan, Unilever, P&G, Hyundai Motors, ICICI Bank, LIC, and ITC. We partner with top global publishers such as Facebook, Twitter, LinkedIn, MSN and Yahoo! besides proprietary media such as Lycos, Gamesville, getMedia in Latin America and several travel websites in Australia. We serve between 35 to 40 billion impressions every month across the Web.

Lycos employs over 500 people working out of 24 offices worldwide, including the US, Argentina, Brazil, Chile, Uruguay, Mexico, the UK, France, Germany, Italy, Ukraine, Sweden, Serbia, Israel, China, Thailand, Panama, India, Emirates, Russia and Australia, and with representatives or partners in Spain, South Africa, and The Netherlands.

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

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

#### **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.

