



**** PRESS RELEASE ****

GOADV ACQUIRES ITALY'S TOP BLOG NETWORK BLOGOSFERE

17th February 2010, London – GoAdv, one of Europe's fastest growing digital media companies (www.goadv.com), has acquired Italy's top blog network as part of its worldwide growth strategy. Blogosfere, launched in 2005, now counts more than 210 professional blogs across its network and has a user base of over 3 million* (www.blogosfere.it)

Complementing GoAdv's vision for expansion, Blogosfere fits perfectly inside the Group's core media brands of specialized vertical websites delivering high quality editorial to passionate communities. As one of Italy's most notable professional blog networks, Blogosfere counts many of the country's most read and commented blogs in its portfolio and covers a diverse range of subjects including news, economy, culture, sport and entertainment.

With over 150 collaborators, the Blogosfere network has consistently attracted some of Italy's most respected experts in their fields who write about subjects they are passionate about. The high profile of the bloggers, frequently interviewed and cited in both on and offline media across the country, has contributed to the fast growing success of the network.

As part of GoAdv's continued growth strategy, the blog network will undergo significant enhancements, such as social network integration (Twitter, Facebook) and the expansion of its content offering to include more engaging video content – a main objective for all the media brands within the GoAdv Group, including Excite Europe, for 2010.

Blogosfere's monetization strategy will also undergo enhancements, with the addition of contextual advertising a main focus to increase ROI for advertisers and provide a better user experience through advertising specific to the content offered on each vertical blog.

Luca Ascani, Chairman, GoAdv Group, comments, “We are delighted to add Blogosfere to our portfolio of media brands. The blog network represents a significant move forward for the Group’s continued growth strategy in Europe and provides an exciting opportunity to further expand the quality content already being enjoyed by the growing audience that the network attracts.”

As professional blog networks continue to mature, the acquisition provides GoAdv with key growth potential in the Italian market. Technorati’s 2009 State of the Blogosphere report highlights that, “Professional bloggers grow more prolific, and influential, every year. Twitter and other social media represent one of the most important trends affecting the Blogosphere this year. The blogosphere is also further insinuating itself into the traditional media’s historic turf...with more areas of involvement, and more ways to tell the story, the blogosphere is only getting stronger.”

Salvatore Esposito, CEO, GoAdv Group, said “The Blogosfere network strengthens our portfolio of media brands considerably. It also adds an experienced and dedicated team of writers and experts to our growing team of international employees and we warmly welcome them into the GoAdv Group.” Blogosfere will maintain its headquarters and team in Milan following the acquisition by the GoAdv Group.

The extensive expertise in GoAdv’s technical team of past successful integrations, including Excite Europe, ensures that the transition period will run smoothly. “We look forward to seeing the Blogosfere network flourish under the guidance of the GoAdv Group” comments Silvio De Rossi, Head of Production, Blogosfere. “There is huge potential for expansion and product enhancements by the experienced, international team dedicated to digital content and we wish the network great success in the future.”

(*Source: AudiWeb October 2009)

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About GoAdv

The GoAdv Group is one of Europe’s fastest growing digital media companies (Source: GP Bullhound 2009 Media Momentum). Created in 2004 the Group produces, distributes and monetizes compelling content for a wide network of fully owned vertical and horizontal websites including Excite Europe, Better Deals and Nanopublishing. The media brands generate over 16.5 million unique monthly users.

GoAdv is a pan-European company and has a staff of over 130 working across offices in Italy, Ireland and Asia, active in the UK, Germany, Netherlands, France, Italy, Spain, Sweden, US, Australia, Russia and Brazil.

GOADV is listed on Alternext of Nyse-Euronext Paris
Code ISIN FR0010500975 – Code MNEMO: ALGOA
For more information, visit: www.goadv.com

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About Blogosfere

Founded in 2005, Blogosfere is Italy's most extensive professional blog network counting over 210 blogs in its portfolio written by some of the country's most notable experts in their fields. With an audience of over 3 million unique monthly users and growing (Source: Audiweb), Blogosfere's vision is to provide breaking news, comment and opinion by professionals and experts delivered online through its network to passionate communities.
www.blogosfere.it