

GOADV MAJORITY SHAREHOLDERS LAUNCH BUYOUT OFFER FOR DELISTING ON THE ALTERNEXT OF NYSE EURONEXT PARIS

Offer price of 8.00 EUR per share, a premium of 28 % in comparison to last share trading quotes on the Alternext market at NYSE Euronext Paris

Dublin, 19th May 2010 - After almost three years of listing on the Alternext market at NYSE Euronext Paris, the majority shareholders in GoAdv have decided to offer minority shareholders a liquidity window on the basis of a buyout offer of 8.00 EUR per share of the company. This offer will be followed by a request by shareholders for the Company to be delisted from the Alternext market at NYSE Euronext Paris.

This strategic decision has been taken by the majority shareholders in GoAdv due to a low float achieved since the admission of Company shares on the Alternext market and due to low interest levels from French institutional investors in the value of the company shares, despite quality product placement, satisfactory results and strong external growth.

For this reason, the majority shareholders (Genius, Luca Ascani and Salvatore Esposito, in addition to the funds managed by Truffle Capital) have jointly presented a buyout offer to NYSE Euronext Paris dedicated to minority shareholders at a price of 8.00 EUR per share.

Highlights:

- The price per share of 8.00 EUR corresponds to a premium on the last displayed listing of the GoAdv share price dated 19th May 2010 of 28%, to a premium on the volume weighted average of the GoAdv share price over the previous six months of 25% and a premium on the volume weighted average of the GoAdv share price over the last 12 months of 20%,

- This price per share of 8.00 EUR corresponds to a 50% premium on IPO share price, meaning an annual return of over 15% for investors who participated in the share market admission operation for the Company on the Alternext market at NYSE Euronext Paris in August 2007, and this on the basis of a listing price at this date of 5.35 EUR per share,

- This price was subject to an independent expert report undertaken by Camarae, duly represented by Mr. Pierre Preau, and whose conclusions appear in the notice relating to the operation as distributed by the NYSE Euronext Paris.

In agreement with NYSE Euronext Paris, Euroland Finance, a member establishment of the market acting on behalf of the majority shareholders, has presented itself as buyer of all GoAdv shares at a maximum price of 8.00 EUR, between 24th May and 4th June 2010.

Following this offer, in accordance with article 5 of the Alternext regulations, the majority shareholders shall request that NYSE Euronext Paris delists GoAdv shares from the market listing. Similarly, following the offer, it is indicated that the convertible bonds issued by the Company in July 2008 shall be struck off from negotiations on the Alternext market at NYSE Euronext Paris.

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About GoAdv

The GoAdv Group is a truly new online media company. 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 and Blogosphere. The media properties 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.

For more information, visit: www.goadv.com

Contacts

GoAdv:

Amanda Lorenzani, Head of Media Relations

lorenzani@goadv.com

Hervé Guyot, Investor Relations

guyot@goadv.com