

## Press Information

### **New product solutions from ARBOinteractive**

#### **ARBOmedia sets its focal point increasingly on internet activities**

Munich, 19th June 2008. ARBOinteractive, affiliated company of ARBOmedia AG, is the number one marketing company for online advertising in Poland. ARBOinteractive is extending its leadership position with new products and services. In doing this, ARBOinteractive's area of activity is enlarged by the fields of Contextual Advertising, Search Machine Marketing and Interactive Sound.

#### **SmartContext – Contextual Advertising**

ARBOmedia Polska developed the product SmartContext together with Interia.pl which was launched onto the Polish market in October 2006. The context-related marketing system is based on a method developed by Internet Billboard a.s., a Czech provider for internet solutions.

More than nine million users can be reached in Poland with SmartContext. The main product of SmartContext Systems is the "Smartlink", an innovative in-text advertising form. SmartLink highlights selected key words or sentences within the text, which when clicked enable an advertising window.

#### **LogicSearch – Search Machine Marketing**

By the innovative solution LogicSearch, ARBOinteractive extends its portfolio by the services offered in the field of search machine marketing as well as context-related marketing. LogicSearch offers its customers professional planning, implementation, optimization as well as result analyses of CPC campaigns in search machines and context-related networks. In addition to this, search machine optimization is offered from LogicSearch as a service. LogicSearch offers its solutions for every context-related system and for all search machines available on the Polish market. Customers can thus realize campaigns which reach almost all Polish internet users.

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### ADKing – Interactive Surround

In order to make online marketing more attractive and noticeable, ARBOinteractive offers ADKing to its customers. With this it is possible to insert dynamic background images, so-called "interactive surround". Interactive surround consists of a background image as well as other additional advertising forms such as billboards, double billboards or rectangular banners. It differs from the normal background images because the user is able to change the graphics interactively by moving the mouse. Interactive surround is compatible with each advertising form.

Alexander Sigl, board member at ARBOmedia, stated: " By the extension of our portfolio we enable our business partners an optimum customer response. Furthermore, we will increasingly steer our focal point towards expanding our offer on the Polish market. The objective being the expansion of the market leadership, in addition to display advertising, in all new facets of digital marketing".

### About ARBOmedia:

ARBOmedia AG is the largest independent marketing agency in Europe. The client portfolio for the core business – in the field of marketing of electronic media – currently encompasses more than 600 websites, 33 TV networks and 12 radio stations. In addition to this there are 60 magazines and an increasing number of out-of-home media. The wide range of media portfolio makes ARBOmedia experts in the sector of media convergence and cross-media solutions. As an independent marketing agency, the company is the market leader in strong growth countries situated in central and southern Europe. The shares for ARBOmedia AG are listed in the Prime Standard of the German Stock Exchange.

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