



MEDIA RELEASE

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AD2ONE WINS RAFT OF EXCLUSIVE SITES IN NEW ZEALAND

...Premium sites SportingPulse.com, Shopping.com & Holidayhomes.co.nz have joined AD2ONE...

AD2ONE's recently opened New Zealand office has won a raft of new business deals and will now be providing exclusive advertising access to [Sporting Pulse](#), [Shopping.com](#) and [Holidayhomes.co.nz](#). The global digital group has seen extremely strong demand for its digital advertising sales services in New Zealand since opening its office in Auckland this January. AD2ONE New Zealand already works with premium sites like Lonely Planet, LinkedIn and Expedia.

AD2ONE starts work this month with sports network SportingPulse.com; the company previously sold its New Zealand online advertising in-house from its Melbourne headquarters. SportingPulse is the home of grassroots sports on the internet, which helps its sport partners connect with their community online. The results, fixtures, league tables and statistics that are published for the 180,000 sports teams that are part of its online network are the reason SportingPulse gets more than 1.4 million visitors a month.

"The size of our sport focused audience helps us connect sports with sponsors and advertisers, which delivers real financial benefits back to sports. And for brands that are relevant to sport, we represent a unique opportunity to target the 2.7 million sports participants that are part of our network," said Nick Maywald, Founder and CEO, SportingPulse.

Shopping.com was won in a competitive pitch. It is one of the fastest growing shopping destinations on the internet. "Shopping.com's key objective is to enable consumers everywhere to use the power of information to find, compare and buy anything. Advertising plays a key role in driving revenue and helping consumers by providing better choice. Shopping.com chose to partner with AD2ONE because of its experience with other popular consumer sites including Lonely Planet, Expedia and Lastminute and because of their ability to execute," said Adam Canter from Shopping.com.

AD2ONE has also recently started monetising the Holidayhomes.co.nz site, which is a New Zealand based accommodation rental site that includes traditional Kiwi bach style properties and holiday homes for rent. The site lists over 4000 privately owned self catering holiday homes, houses, cabins, cottages, beach houses, farm houses and baches, which are available for rent throughout New Zealand, Australia and the South Pacific.

AD2ONE's Country Manager, Lisa Ison, has worked very hard to firmly establish the agency's presence in New Zealand, which has been achieved in part due to the strong industry contacts Lisa already had in place on day one. Lisa was formerly a Senior Account Manager with MSN New Zealand.

Asia Pacific Managing Director Phil Duffield is thrilled with how quickly the Auckland business has taken off and is looking forward to building on a strong base of clients throughout the year.

"AD2ONE just keeps going from strength to strength and this is testament to the fact that we are renowned for achieving outstanding results for online publishers who want to drive revenue and marketers who want to resonate with online consumers. We are absolutely delighted with what has been achieved by the AD2ONE New Zealand team already and we look forward to growing the business further over the coming months," said Phil Duffield.

AD2ONE New Zealand has a number of additional new business deals in the pipeline and the Country Manager, Lisa Ison is looking to recruit local staff to work with the existing team on its portfolio of premium online sites.

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ABOUT AD2ONE

AD2ONE is a global digital group that provides exclusive advertising access to premium vertical brands for Australia's leading agencies, marketers and publishers. Sydney headquartered AD2ONE offers fully integrated advertising solutions to marketers.

The global AD2ONE group has been established since 2000 and was launched in Australia in 2004. The Australian operation operates throughout Australia, New Zealand and Asia Pacific and has six offices globally including London, Singapore, Dublin, Sydney, Melbourne and Auckland. There are eleven Australian based staff.

AD2ONE Group is a market leader in digital media sales. Its key philosophy is to develop revenues for publishers, marketers and agencies. Its innovative advertising solutions complemented by site optimisation, user profiling, flexible traffic solutions and discreet monetising of email lists, ensures publishers achieve the best possible market position and financial results.

AD2ONE'S exclusive premium brands span many vertical sectors and include HotCopper, Best Restaurants, NRMA, ninemonths, Beauty Heaven, WWE, Linked In, Expedia and Lonely Planet. Many of these brands were won from AD2ONE'S competitors in Australia.

For more information, please see www.ad2onegroup.com.au

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ABOUT SPORTINGPULSE

SportingPulse is the online home of Australia's grassroots sport. It is one of the most popular sports websites in the country, attracting more than 1.4 million monthly unique browsers during the peak winter sporting season.

SportingPulse also provides more than 30 sports with the IT tools to manage their organisations and competitions, publish websites, communicate with participants and raise revenue. The network has business relationships with many of Australia's national sport governing bodies including the Australian Football League, Australian Rugby League, Basketball Australia, Touch Football Australia, Hockey Australia, Bowls Australia and Football NSW.

For more information visit www.sportingpulse.com.

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