

## Smart AdServer signs a new contract with a German agency

*The French adserver thus confirms its European ambitions*

Paris, 13 May 2008 - **Smart AdServer**, a leading player in Europe in aderving and digital marketing, announces the signing of a new contract with a German agency, **DIEMEDIAFABRIK**, a specialist in media planning, consulting and buying of advertising space.

Founded in 1997, the DIEMEDIAFABRIK grew rapidly in Germany and posted turnover of €76.1M in 2007. Today it has 60 customers including Berlin GmbH (Exhibition Centre in Berlin), VNG Verbundnetz Gas AG, the political party SPD Bundesvorstand and the environment ministry, Bundesministerium für Umwelt. DIEMEDIAFABRIK is currently the representative of the *Media Mondiale Network* in Germany – the leading international independent network.

DIEMEDIAFABRIK chose the Smart AdServer agency online advertising server for its user friendliness, its tracking and reporting capabilities but also because it offers a flexible and reliable response to the various needs of German advertisers and publishers.

Smart AdServer develops and sells an advertising campaign tool for agencies, advertising departments and publishers. After establishing a market leading position in France, the company is continuing its development with the opening of offices in the UK and Canada and the signing of new contracts, in particular in Germany, Spain, Canada, Belgium and Switzerland.

“We are delighted to announce this first agreement with a German agency”, said **Cyrille Geffray**, **Managing Director of Smart AdServer**. “The second ranking European country in the e-advertising sector, Germany is an extremely demanding market in which innovation is particularly fast. It is also a highly concentrated market which few players have managed to penetrate. Thus, this represents a major stage in the development of Smart AdServer in Europe.”

### **About Smart AdServer**

Smart AdServer SAS develops and sells one of the main aderving technologies for the management of one line campaigns for media agencies and publishers. Created in 2001, the company Smart AdServer has soon become a key player in France, posting the fastest growth in Europe in terms of customer numbers compared with its competitors, thanks to the innovative and unique functionalities of its product and ease of use. Smart AdServer has more than 100 customers for 1000 sites spread over four continents.

Among its customers are major media agencies such as Zed digital, Starcom, Mindshare, Mediacom, Mediaedge:cia, Magna, Diemediafabrik ... as well as a large number of sites and advertising agencies including PIXmania, Reed Business, Canal +, NRJ Global, MSD, Wolters Kluwer, Groupe Smart&Co, La Vanguardia

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