

Launch of the new Smart AdServer 2.0. interface

Paris, 15 April 2008 - Smart AdServer, a leading European player in advertising and digital marketing, announces the launch of a new, completely remodelled version of its online advertising management tool. With a wealth of new modules and functionalities and a totally new look, this new interface enables better management and optimisation of online advertising campaigns. Likewise, it includes more detailed analysis and reporting of the performance of these campaigns, in particular thanks to its new campaign balance sheet module. Even more intuitive, it combines simplicity, effectiveness and productivity.

The new features include:

- **The new design:** modern, clean interface, allowing for more fluid navigation through menus
- **The multi-lingual interface:** it is now available in English, French, German and Spanish
- **The reporting module:** with one click it is now possible to obtain balance sheets for multiple campaigns, including reports and 3 dimensional interactive graphs.
- **The design optimisation module:** advertising campaigns are optimised according to click rates or effective sales carried out following the campaign.
- **The advertising campaign targeting module:** powerful and ergonomic, it can target Internet users with just one click, and thus improve campaign performances.

*"This new version is symbolic on various levels: of the one hand, it has been designed around the needs of our customer; on the other, its modernity and effectiveness reflect the ever greater demands of e-marketing players", states **Cyrille Geffray, Managing Director of Smart AdServer.** "Its cutting edge design, both in functional and ergonomic and visual terms, reaffirms our international ambitions."*

About Smart AdServer

Smart AdServer SAS develops and markets one of the main advertising technologies for the management of online 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 customers compared with its competitors, thanks to the innovative and unique functionalities offered by its product, and its ease of use. Smart AdServer has more than 100 customers for 1000 sites spanning four continents.

Among its clients are large media agencies such as Zed digital, Starcom, Mindshare, Mediacom, Mediaedge:cia, Magna ... as well as a large number of sites and companies, including Boursorama, Allociné, 01Net, Reed Business, Groupe Express-Expansion, NRJ Global, MSD, Wolters Kluwer...

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