

SMART AdServer

Smart AdServer announces the opening of an office in the United Kingdom

Paris, 28 March 2008 – **Smart AdServer, a major player in Europe in aderving and digital marketing to media agencies, advertising management companies and publishers, announces the opening of a subsidiary in England as part of its business growth.**

Smart AdServer provides interactive advertisers with innovative technological aderving solutions for managing online companies. Since its founding, the company has quickly become a key player in France and is experiencing the fastest growth in Europe because of the unique and innovative functions of its solutions, and the quality of its service. Today the company has 100 clients and 900 Web sites on four continents.

In this context of international growth, Smart AdServer is pleased to announce the opening of its branch in the United Kingdom. *“The UK is not just the most mature, advanced and important market in Europe, it is also THE decision-making market in the e-advertising sector. Succeeding in the English market means consolidating our positions in France and in the other European countries,”* says **Cyrille Geffray, Managing director of Smart AdServer.** *“Furthermore, this move is an ideal gateway to all of the English-speaking world.”*

About Smart AdServer

Smart AdServer SAS develops and markets one of the main aderving technologies for managing online companies for media agencies and publishers.. Founded in 2001, Smart AdServer quickly became a leading player in France and has the highest rate of growth in Europe among its competitors, because of the unique innovative functions of its product and its ease of use. Smart AdServer has some 100 customers with more than 900 sites scattered across four continents. Its clients include big media agencies like Zed digital, Starcom, Mindshare, Mediacom and Mediaedge, as well as many networks and publishers like Reed Business Information, MSD, Wolters Kluwer, 20 minutes, PIXmania, Canal +, La Vanguardia.

Press contacts - Agence Point Virgule

Annabel Verrier / Marion Lauria

E-mail: averrier@pointvirgule.com / mlauria@pointvirgule.com

Tel: 01 73 79 50 59 / 01 73 79 50 67