



## Smart AdServer chooses H<sub>2</sub>H Interactif for the Canadian market.

Paris, January 16, 2008 – **Smart AdServer, a major European player in the Internet advertisement campaign management field, well-known for its services specializing in digital marketing, announces the signature of an agreement with H<sub>2</sub>H Interactif, a company of interactive marketing experts.**

With this agreement, H<sub>2</sub>H Interactif becomes responsible for communicating the advantages of Smart AdServer, managing relations with current customers and prospecting for new customers. H<sub>2</sub>H Interactif's unique approach will greatly facilitate the optimization of customer follow-up and technical support services for the numerous Smart AdServer customers in Canada.

Since 2001, Smart AdServer has become the choice of a large number of media companies, Internet advertisement agencies and editors. Providing strong competitive advantages for Internet advertisement campaign solutions, Smart AdServer has grown at blinding speed to reach about 90 customers and 800 Internet sites on 4 continents today.

As a first step on North American soil, this agreement with H<sub>2</sub>H Interactif marks an essential stage in the international development of Smart AdServer. The Smart AdServer Internet advertisement campaign management service is from now on to be counted among the select few worldwide adservers capable to cater for the needs of even the largest international customers.

H<sub>2</sub>H Interactif provides both B2B (Business-to-Business) and B2C (Business-to-Consumers) enterprises with the tools required to develop a truly H2H (Human-to-Human) communication.

« Smart AdServer is delighted to count H<sub>2</sub>H Interactif among its partners » explains Cyrille Geffray, Smart AdServer's General Manager: « Well renowned for its know-how and an active player within the IAB Canada, H<sub>2</sub>H Interactif is a natural partner for our enterprise. Not only will this agreement provide us with new commercial openings, it will also give our current North-American customers an optimal quality of service. Furthermore, Canada is the ideal gateway to reach the American market... »

« With the Smart AdServer platform, I'm convinced we offer a new performing solution for Internet advertisement in the Canadian market » adds Alexandre Hénault, Founding President of H<sub>2</sub>H Interactif and member of the IAB: « I am delighted with the ease of use, the innovation and the great flexibility of this advertisement server. To sum it up, the Smart AdServer platform is the best solution to complete our range of services in advertisement operations and technical outsourcing. »

About Smart AdServer ([www.smartadserver.com](http://www.smartadserver.com)):

Smart AdServer SAS develops and commercializes one of the main software tools to manage online advertisement campaigns, geared toward advertisement agencies and editors. Started in 2001, Smart AdServer has quickly become one of the European leaders in this field, with its exclusive and innovative features, its ease of use and the competitiveness of its offer.

Since its inception, Smart AdServer has been chosen by a large number of media agencies, administrations and editors and counts today about 90 customers and 800 web sites on 4 continents.

Smart AdServer is thus a provider for major agencies like Zed digital, Starcom, Mindshare, Mediacom, Magna, Mediaedge:cia, Nextedia ... and for a number of web sites and administrations, like for instance Infopresse, Réseau-Select, Lagardère Active Publicité, IP Bertelsmann, Wolters Kluwers, Boursorama, Allociné, 01Net, Groupe Express-Expansion, NRJ Global...

About H<sub>2</sub>H Interactif ([www.h2hinteractif.com](http://www.h2hinteractif.com)):

Started in 2007, H<sub>2</sub>H Interactif is a company offering a complete range of services for interactive advertisement. Be it for the management of advertisement operations, for an advertisement server solutions, for technical outsourcing, for enriched media hosting, for campaign analyses or even for support in the creation of advanced flash applications, H<sub>2</sub>H Interactif provides a complete solution for the implementation of web advertisement campaigns.

Its president, Alexandre Hénault (ex. Montrealplus.ca, Sympatico/MSN, Radio-Canada.ca), has more than eight years of experience in the field of Internet advertisement sales. With a BS and an MBA-Marketing from the Université de Sherbrooke, he has quickly become successful with customers like Century 21, REMAX Québec, Compagnie.com, Chrystal Films, Universal Pictures and, more recently, with TD Insurance.

Press contact for AdServer - Vecteur d'image

Alexandra André

Email : [aandre@vecteurimage.com](mailto:aandre@vecteurimage.com)

Tel: +33 (0)1 47 62 81 00

Press contact for H<sub>2</sub>H Interactif Inc.

Alexandre Hénault

Email : [alexandre@h2hinteractif.com](mailto:alexandre@h2hinteractif.com)

Tel : +1 514.788.3232