

Ybrant Acquires Top Rated Ad Network, AdDynamix

The acquisition will accelerate Ybrant's opportunity and impact in the digital marketing arena

- Deal Valuation - \$10 million
- Consolidates Ybrant's position in the Digital Marketing Industry
- Strengthening operations and expansion in the U.S

HYDERABAD, INDIA - February 19th, 2007: Ybrant Technologies, today announced the acquisition of a top rated online Ad Network, AdDynamix. AdDynamix was acquired in exchange for cash and promissory notes worth \$10 million.

AdDynamix is an interactive advertising network delivering ad management, video and digital media services to agencies, entertainment clients and direct marketers. As per the latest Media Metrix rating of Ad Focus properties, AdDynamix came in at 19th position and 11th among the advertising networks.

"Given the deep network reach and the premier client roster of AdDynamix, we believe this acquisition will accelerate Ybrant's opportunity and impact in the digital marketing arena." said Suresh Reddy, Chairman, Ybrant Technologies.

Benoit Pecqueur, the Founder & CEO of AdDynamix commented, "Joining with Ybrant allows us to leverage the resources and talent pool of a large company to expand our technology and serve our existing clients in new ways. My team is excited to collaborate with the rest of the Ybrant team, reach broader sets of key publishers and deliver incredible value to our Advertisers."

AdDynamix offers online advertising solutions to clients such as

Ameritrade, AT&T, Disney, Fox Television, ING, Macy's, Office Max, Orbitz, SBC, Sony Motion Pictures, Verizon, Ford Motor Media and WebMD. The AdDynamix Network is comprised of a wide range of specialty-content web sites and premium publishers. The network has over 2000 publishers grouped into a dozen content channels.

AMS system from AdDynamix is packaged with sophisticated advanced targeting options that give the advertiser the ability to reach to the right people at the right place and at the right time. It also maximizes effective reach and communication goals by targeting unique visitors at optimal frequency.

This acquisition falls directly in line with Ybrant's strategy of offering comprehensive end to end digital marketing services to direct marketers, brand advertisers and marketing agencies.

Ybrant Technologies Limited is proposing to make a Public Issue of securities in the near future and is in the process of filing a Draft Offer Document with Securities and Exchange Board of India (SEBI).

About AdDynamix

AdDynamix provides publishers and advertisers with innovative technology and services to maximize their online advertising investments and create additional sources of revenue. AdDynamix has been serving and enriching the digital advertising industry since 1996. As a pioneer and leader in online ad management, AdDynamix offers a comprehensive, unified ad platform encompassing ad serving, ad trafficking, behavioral targeting, a bid-for-placement system and a powerful advertising marketplace. AMS, AdDynamix's core application, delivers billions of ads monthly across all rich media types to hundreds of leading publishers around the world.

www.AdDynamix.com

About Ybrant

Ybrant, is a global digital marketing company, founded in 1999 to help marketers acquire, retain and grow customers across all digital media. It is the parent company of AdDynamix, a top rated Ad Network out of Los Angeles, CA, MediosOne, a leading company in providing technology tools and support services for digital marketing. Through its business units, Ybrant is positioned to bring value to any interaction in the digital marketplace.

www.ybrant.com

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