

plista expands internationally and gains major publishers with new products

More staff hired to meet unprecedented product demand

Berlin, 29.09.2011 – Berlin-based online and mobile advertising network plista has expanded to Belgium, France and Spain after a successful international launch in August this year. In addition to gaining several new major publishers, the company has seen unprecedented network growth in Germany with the roll out of two new products –SlideRecommendations and MobileRecommendationAds - and continued uptake of its groundbreaking RecommendationAds and PictureAds.

After exceptional success penetrating the German-speaking market with its innovative ad formats and traffic-enhancing algorithms, plista has gained publishing partners in Brussels, Madrid and Paris, including major news sites and magazines. This month the company expanded its office space and hired additional staff, ready to welcome future clients.

plista's network continues to grow in Germany with a record-breaking 35 million unique users in August alone. Over 1,000 websites, including Süddeutsche Zeitung, Elle, Bunte and Freundin are now using RecommendationAds, with GEO the latest test partner for PictureAds. Since their launch in September SlideRecommendations and MobileRecommendationAds have already been adopted by more than more than 100 new publishers. The new products are currently being tested with several key players in publishing, including Welt, Express, Rheinische Post and Berliner Kurier.

Says Dominik Matyka, founder and CEO of plista: "The continuing network growth and successful extension into the international market are part of an ongoing plan to continue to provide our current and future partners with an excellent and innovative service and market-leading products". plista plans further expansion of its made-to-measure solutions into Eastern Europe and overseas.

plista was the first in Europe to launch the revolutionary RecommendationAds in 2009 and PictureAds in 2010, which use behavioral targeting and innovative advertising formats to increase traffic for publishers' websites and performance for advertisers. Publishers can monetize previously unused advertising space through plista's supplemental ad formats, while advertisers benefit from a new option for performance marketing highly resilient to ad blindness. SlideRecommendations refer readers to the top stories on the publisher's websites to incite readers to stay on the page longer. The market-leading RecommendationAds are now also available for mobile websites.

plista GmbH:

Since 2009, the online and mobile advertising network plista has provided innovative text/image, video and display/IAB ad formats for performance- and brand-conscious advertisers. plista offers publishers the opportunity to integrate these ad formats, resulting in additional premium advertising inventory. With 60 employees in Germany, plista manages over 1,000 publishers in Germany, Austria, France, Spain and Slovenia.

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