

GoViral signals expansion and recruits digital marketing pioneer Rene Rechtman

London, June 11, 2008. GoViral, Europe's leading branded content distributor has appointed René Rechtman, TradeDoubler Vice President Advertiser and Publisher Sales, as group managing director.

Set up in 2005, the London-based company GoViral has experienced considerable growth, distributing content for the likes of Coca Cola, Nissan, Goodyear, Sony and Adidas. Rechtman, who takes up his new post on 14 July, will help drive GoViral's next phase of growth.

Recent research from Jupiter Research highlighted that the Internet has passed print consumption in Europe and between 25-30 per cent of the total media consumption is happening online. This is fuelling a rapid expansion in the use and distribution of online branded content.

In the newly-created role, Rechtman will oversee developments at a crucial time when the number of campaigns as well as their reach and format, using both video and mobile technology, is growing rapidly. He will be responsible for expanding GoViral's network of advertisers and publishers, enhancing the distribution channels for branded content campaigns.

Rechtman said, "Leaving TradeDoubler after 8 successful years and having been part of the founding team was a difficult decision. But all good things come to an end and the time for new challenge has arrived. Branded content distribution is a rapidly growing niche and I want to be a part of this growing area at this early stage, especially as the use of video, social media and mobile and the importance of long tail distribution techniques grows. GoViral is the best in the business and I'm looking forward to helping the company maximise its potential."

GoViral has specialised in distribution of branded content since its launch, executing content-based campaigns and building viral spread on online and mobile platforms. The company's most recent high profile campaign for Nissan Qashqai launched on 28 April and has already reached 8+ million users.

Jimmy Maymann, CEO at GoViral said, "Rene has been a pioneer in online marketing for years and the international growth of TradeDoubler proves his

ability. As clients are increasingly looking for branded content as a key-element of their online media plans, we need to further build our vertical networks and ability to do contextual placements across multiple platforms in order to deliver relevant brand messages. Rene's ability and experience in developing relationships with publishers and his commercial understanding of the space is sure to benefit our clients and GoViral's continuing growth."

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More about Go Viral:

GoViral activates brands in digital environments using knowledge, network and technology. The idea is to take advantage of the inherent power of the user's networks and launch branded content campaigns in the right context in order to make the brand message, as relevant as possible and in turn to create engaged consumers. The activation of the campaigns are done with online PR, viral marketing, social tools, content placements, SEO and with behavioural targeting, as an underlying technology to optimize the ROI.

GoViral launch branded content campaigns for leading advertisers, media agencies & creative agencies worldwide including brands like Coca Cola, Nissan, Bacardi, EA and Goodyear. The agency works closely with media agency networks worldwide to provide the services on a global scale.

GoViral's global Seed&Track™ solution helps marketers reach people globally in more than 27 countries. In all countries we seed content based campaigns in local languages, on local sites and with local people. We bring branded content such as commercials, games, etc. to the places where people meet on the internet - creating high-volume, targeted and cost-effective user driven marketing campaigns.

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