

PRESS RELEASE

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Prague, 14.1.2010: Facebook starts strategic cooperation with ARBOinteractive

Facebook has chosen ARBOinteractive Group for a strategic advertising relationship in Central – Eastern Europe. The contract concerns selling and managing the advertising space to agencies and key-clients in the Czech Republic and Poland. In the Czech Republic Facebook will be represented by ARBOinteractive, spol. s r.o.

“Central – Eastern Europe is an important region for us. We chose ARBOinteractive, because it is one of the strongest players on Czech and Polish online market. Moreover ARBOinteractive has wide experience in cooperating with the biggest international corporations, which guarantees us high standards of cooperation and will help companies in central – eastern Europe connect with their customers on Facebook” – says Blake Chandlee Facebook’s head of sales for EMEA.

The role of ARBOinteractive will not be only to sell the advertising inventory to key clients, but also to promote the new engaging advertising opportunities that Facebook provides. The cooperation between Facebook and ARBOinteractive enables advertisers from Central – Eastern Europe performing much more advanced activities than so far. The new options include the premium positions on homepage, video advertising, and conducting surveys among the users, premium events and many more.

“Facebook’s main offer do not contain classical display adforms, but it concentrates on ads that increase engagement with the users. That means that the marketers and editors have to radically change their attitude to advertising communication” – says Marcin Woźniak Member of Board ARBOMedia AG. “Social approach assumes that it’s the user who decide to enter the dialogue with brand or not. On the other side social tools presents a dialogue, which guarantees

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full interaction, regular feedback from consumers and their real engagement – adds Marcin Woźniak.

Advertising activities will be realized by ARBOinteractive Group. This will help to serve better the local advertising agencies and key clients. Dedicated team of specialists guarantees the advertisers the highest quality standards and fast and competent local service.

	Property	Total Unique Visitors (000 000)
1	Google Sites	844
2	Microsoft Sites	691
3	Yahoo! Sites	581
4	Facebook	340
5	Wikimedia Foundation	303
6	AOL	280
7	eBay	233
8	CBS Interactive	186
9	Amazon	183
10	Ask Network	174

Worldwide unique visitors

Source: comScore World Metrix, June 2009

Facebook is the fourth biggest world website and monthly attracts over 340 million of active users (comScore Word Metrix, 2009.06). Moreover the popularity of Facebook is growing real fast. During the last year it became the leader of social markets in most of European countries and its global reach has grown few times.

Czech users of Facebook are also one of the fastest growing groups. Facebook targeted 1,84 million of Czech internet users in December 2009 (Source: eMarketer.com). Facebook becomes the leader of social networks in the Czech Republic and gains the predominance among most of local social platforms as Xchat.cz, Spoluzaci.cz and Rajce.cz.

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About Facebook

Founded in February 2004, Facebook's mission is to give people the power to share and make the world more open and connected. Anyone can sign up for Facebook and interact with the people they know in a trusted environment. Facebook is a privately held company and is headquartered in Palo Alto, Calif.

About ARBOinteractive

ARBOinteractive as a media saleshouse offers complex services to represented internet media - starting from selling advertising space, through the campaign administration, the technology to the marketing. Nowadays company represents around 40 significant media that are part of internet network SUN and AIR with more than 3 millions of internet users.

Company plays active role in SPIR (Internet Advertising Association).

ARBOinteractive had existed as a part of ARBOmedia until 15.09.2008. Since then the company has been devolved on Goldbach Media Group as a new owner. Goldbach Media Group is one of the most significant players on the European media market. The company is the centre of the marketing activities of electronic and mobile media: television, teletext, radio, adScreen, internet, search engine marketing, InGame advertising and mobile telephony. Beside the continual integration of online and offline media Goldbach Group operates as an independent consultant and implements in crossmedia field. Since 15. June 2007 is the company listed on Swiss stock exchange.

Currently is Goldbach Media active in Germany, Switzerland, Austria, Slovenia, and Croatia and thanks to acquisition of ARBOmedia AG interactive division (ARBOinteractive) extends its subject area to Poland, Czech Republic and Romania.

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