

Aegis Group plc Completes Acquisition of the Ad-Serving Business of Bluestreak, Inc.



June 25, 2007 – NEW YORK, NY. *Aegis Group plc* ("Aegis"), the media communications and marketing services group, announced today that it has acquired the assets and contracts of the ad-serving business of *Bluestreak, Inc* ("*Bluestreak*").

Under the agreement, Aegis will acquire *Bluestreak's* proprietary ad-serving technology. This is a hosted online advertising suite, which helps advertisers execute campaigns across all internet media, through campaign management, execution, optimization and analysis. *Bluestreak* handles all forms of online advertising, but specializes in the delivery of rich media. In 1999 Aegis and *Bluestreak* collaborated on the first US rich media advertisement, for Pfizer's Zithromax. By 2010 U.S. online advertising is forecast to grow to \$28.5 billion, with display and rich media representing one-third of this.

The *Bluestreak* system gives advertisers the power to measure activity beyond the click, monitoring multiple conversion events to help understand how clicks are translating into purchases and revenue. Established in 1999, *Bluestreak* has an active presence in the key markets of the US, UK, France and Germany, and is one of only a few established international ad-serving businesses worldwide.

"In the wake of the *Google/DoubleClick* and *Microsoft/aQuantive* acquisitions, *Bluestreak* becomes another example the ongoing consolidation of leading online advertising companies. *Aegis'* purchase of *Bluestreak* gives the holding company a robust tool to target and track display ads more effectively," commented Stan M. Sandberg, a Principal at *Gridley & Company LLC*.

Following the acquisition, *Bluestreak's* ad-serving employees will be transferred into Isobar. The two businesses already have a successful search partnership in place, and *Bluestreak* is the only ad-server to be fully integrated with *Isobar's* highly-rated paid search bidding agent, *iSEBA*.

In addition to strengthening this existing search partnership, Isobar will integrate *Bluestreak's* data and analytics with *Isobar's* existing online media services to form a new digital data capability. This will allow *Isobar* to create the first ever global reporting analytics offer across both search and display: an extremely powerful advertiser proposition.

Commenting on the acquisition, Robert Lerwill, CEO of *Aegis*, said: "This is something of a landmark deal for *Aegis*. Bringing *Bluestreak* into *Isobar* is a natural next step. This is a fantastic scalable technology, which has multiple future applications across our entire group. Its strategic significance over time will become clear. "Ad-serving is in the spotlight right now, and we believe the combination of media and ad-serving is the most interesting of all. While we will continue to work with other industry ad-servers, owning our own technology in-house will give us a step change in product development across both search and display. *Aegis* and *Isobar* have long been in the lead on digital thinking and services, and today's move reinforces that position."

Gridley & Company LLC served as the exclusive financial advisor to Bluestreak in the sale of the assets and contracts of the ad-serving business.

About Aegis Group plc

Aegis Group plc is a United Kingdom-based holding company. The company's subsidiaries and related companies provide a range of services in the areas of media communications and market research. The company is structured around two core business areas: Aegis Media, which includes Carat, Vizeum, Posterscope and Isobar, and Synovote, which is a global market research network. Carat is an independent media communications specialist. As of December 31, 2006, Aegis was present in 70 countries worldwide. The company provides media communications, integrated solutions, and advice and consultancy. Vizeum is a pure play media company. It has a presence in Europe and Asia Pacific, with operations in 40 countries. Its core products comprise Connections Strategy and Planning, Connections Planning and Buying, and Connections Measurement and Analysis.

About Bluestreak, Inc.

Bluestreak is a leading provider of digital marketing technologies and services that help global marketers and agencies connect and interact with their online customers. A pioneer in rich media, the company today offers a full range of digital marketing solutions including a next-generation, permission-based email marketing platform, a powerful ad management solution and strategic services for guiding customers through digital customer acquisition and/or retention programs. Bluestreak sets itself apart by providing marketers with state-of-the-art email marketing

capabilities, including response-oriented creative development, email sweepstakes solutions, email program health checks and messaging on emerging platforms like RSS and SMS.

About Gridley & Company LLC

Gridley is a boutique investment bank that provides financial advisory services to companies in the Information Services industry with a specific focus in the following sectors: Financial Technology; Marketing Services; Data Services; Outsourcing Services and Internet Services. Our dedicated industry focus, thoughtful strategic insights and extensive relevant transaction experience differentiate us from other Wall Street firms and lead to successful results for our clients. Gridley & Company LLC was founded in 2001 and is headquartered in New York City.