



Ad hoc press release

Goldbach Media boosts its Russian business

Acquisition of 55% of the online advertising marketer Falk Interactive LLC with headquarters in St. Petersburg

Küsnacht, 19 December 2008. Goldbach Media Group, leader in the advertising marketing of private electronic interactive and mobile media in Switzerland and in online advertising marketing in Eastern Europe, is boosting its existing business in Russia with the acquisition of a majority stake in Falk Interactive LLC, headquartered in St. Petersburg. Founded in 2008, the online advertising marketer Falk Interactive already holds a significant portfolio of marketing websites.

The acquisition of a 55% stake in Falk Interactive was carried out through an exchange of shares and cash. Goldbach Media has the option of increasing its participation to 100% within four years. The purchase price will not be disclosed.

Goldbach Media established its presence in Russia back in autumn of 2008 with its takeover of ARBOmedia, with headquarters in Moscow. Early in 2008, Goldbach Media began expanding its advertising marketing business in Eastern Europe through the acquisition of companies in Croatia and Slovenia. With the takeover of ARBOmedia's online marketing companies in Poland, Czech Republic and Romania in autumn 2008, Goldbach Media became the leading online media advertising marketer in Eastern Europe.

"With two supporting legs in St. Petersburg and Moscow, we intend to quickly become an important provider for online business in the key Eastern European market Russia," states Goldbach Media CEO, Klaus Kappeler. "As the leading advertising logistician, we seek to offer a comprehensive marketing range for interactive and digital, private, electronic media in order to expand business in the powerfully growing Eastern European countries."

Goldbach Media Group:

Switzerland: IP Multimedia; AdLINK Internet Media with activeMOBILE and game mediarep; OnEmotion; orange8 interactive;
Austria: Goldbach Media; AdLINK Internet Media, Vienna. **Germany:** orange8 interactive; Constance. **Eastern Europe:** Goldbach Adriatic, Zagreb (AdLINK Media Croatia, Slovenia); ARBOmedia, Munich (Poland, Czech Republic, Romania, Russia)

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About Goldbach Media

Goldbach Media AG is the leading one-stop shop in the advertising marketing of private electronic, interactive and mobile media in Switzerland and is also increasingly active in Austria, Germany, Adriatic and Eastern Europe.

The core business of the Küsnacht Zurich-based group comprises the planning, conception, purchase, execution and evaluation of the use of various electronic offline and online media as well as cross-media campaigns. Goldbach Media has been listed on the main market of the SIX Swiss Exchange since 15 June 2007 (valor no. 487094, ISIN CH0004870942, symbol: GBMN).

Goldbach Media aims to grow rapidly in the dynamic online market and plans to enter selected Eastern European markets.

For further information see: www.goldbachmedia.com and www.goldbachmedia.at