



Advertising Places in the Sun – nugg.ad and SOL to Cooperate in Norway

- **Nugg.ad strengthens it's European customer portfolio**
- **Scandinavia Online AS (SOL) relies on Predictive Targeting**
- **Reach of targeting solution expanded with 1,4 million UU per week**

Berlin, May 28th 2009: nugg.ad, the European market leader in Predictive Behavioral Targeting strengthens it's European customer portfolio. The Norwegian company **Scandinavia Online AS (SOL)** decided for an implementation of the nugg.ad solution on it's online-portal **Sol.no** which has a reach from 1,4 million unique users per week. It is listed as one of the top ten sites on the Norwegian TNS online ranking list. SOL position itself as the leading internet portal on the Norwegian market, offering site visitors a large choice of content categories, ranging from directory inquiries and blogging to news and entertainment .

„With SOL another publisher with a wide range of quality content relies on our Predictive Behavioral Targeting solution. Winning this new customer right after the recent accomplishments in Germany it is plain to see that nugg.ad is going from strength to strength“, cited **Stephan Noller, CEO nugg.ad**.

“The demand for better documentation and methods for targeting in the Norwegian online media market has been significant for quite some time. We believe that the co-operation with nugg.ad and their solutions for predictive behavioural targeting is a giant step forward for Sol.no and our customers“, says **Anders Frogner, Vice President Sales & Marketing, Scandinavia Online**.

Sealing the joint cooperation with Scandinavia Online AS, nugg.ad predictive targeting solution is now available for advertisers and agencies **on all Scandinavian markets** as the **Swedish** media enterprise **Expressen**, member of the **Bonnier Group**, as well as **Extra Bladet** from **Denmark** are already successfully working with Predictive Behavioral Targeting.

nugg.ad also continues to strengthen it's market leadership in Germany, recently underlined by signing contracts with new customers **Axel Springer Media Impact** as well as the **eBay Advertising Group**.

About Scandinavia Online AS (SOL)

Scandinavia Online AS (SOL) was founded in 1997. January 1st 2007 Eniro and Norsk Aller joined forces on the strategic co-operation and ownership of the media web site SOL. The agreement involve equal ownership and running of the web site. SOL is one of Norway's leading media web sites. Sol.no offers a strong variety of sections, ranging from news and entertainment to blogging, dating and other user-generated content. SOL has a reach of 1,4 million unique users per week. It is listed as number seven in the



Norwegian TNS Metrix online ranking. May 14th 2008 SOL entered a joint venture-agreement with DB Medialab (Dagbladet.no) on the ownership and running of Start.no.

About nugg.ad

nugg.ad AG, founded in 2006 by Frank Wagner, Stephan Noller and Klaus Kögler, is the technological leader in providing predictive behavioural targeting solutions for managing advertising in digital media. nugg.ad enables advertisers, media agencies and publishers to significantly increase the impact of their advertising through delivery to relevant target groups. Predictive behavioural targeting employs a unique approach, in which data measuring the surfing behaviour of Internet users is enriched in real-time with survey results on socio-demographics, product interests and lifestyle. This is achieved through the generation of predictions (statistical profiles), which contain no personally identifiable data. nugg.ad is the first targeting services provider on the market to have earned the privacy seal of approval from the 'Independent Centre for Privacy in Germany' (Unabhängiges Landeszentrum für Datenschutz Schleswig Holstein).

2008 has already brought nugg.ad the 'Red Herring 100 Europe' and the 'European Seal of E-Excellence' awards. Berlin's bmp Media Investors and other venture capitalists have been shareholders in nugg.ad since November 2006. nugg.ad's clients include SevenOne Interactive, Axel Springer Media Impact, eBay Advertising Group, IQ media, Ströer Interactive, Hi-Media, ARBOinteractive, Unister Media, Ad'LINK Group UK, allesklar.com, Ekstra Bladet, Tripple@, KRONEHIT, Expressen, Interia and Austrian daily newspaper, 'The Standard'. nugg.ad is based in Berlin, with branch offices in London, Paris und Warsaw.

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