

Press Release**Adrime and the Telegraaf present a new online advertising format**

Amsterdam, 7 November 2006 – A new format for online campaigns, called the Hockey Stick, will be put into use on Friday, 10 November. The name refers to the shape of the ad. The Hockey Stick covers two contiguous sides of the screen. If an interested visitor moves the cursor over the Hockey Stick, an advertising display also appears in the middle of the screen. The Hockey Stick was developed by Adrime in cooperation with the Telegraaf newspaper. The Postcode Lottery campaign that will be launched on the Telegraaf network this week will be the first to use the Hockey Stick.

David de Jong, sales director for Adrime: "We have organised the technology behind the Hockey Stick in such a way that creative agencies can use it very easily and concentrate fully on design. This is a very important aspect for us because there is still much to be gained with regard to design in the field of online campaigns. OER, the creator of the Postcode Lottery's campaign, enjoyed working with the Adrime technology. They were able to implement their whole creative concept immediately themselves, without any extra technical adjustments."

Marcel Groot, Ad Operations Manager for the Telegraaf: "We are very pleased with the new format we have developed with Adrime. The Hockey Stick is very noticeable, without immediately dominating a site. Because interaction by visitors is followed by an advertising display in the middle of the screen, such as an animation, streaming video or form, the Hockey Stick creates many new opportunities for creative advertising."

About Adrime

Adrime stands for Advanced Rich Media technology, a collective name for technology that enables high-impact and creative online advertising. ScreenAds are online ads that are displayed on the screen dynamically and interactively, outside of the usual banner formats. Adrime provides support to media agencies, advertising agencies and operators of online advertising networks in every aspect of Rich Media campaigns, from design to presentation. Adrime was founded in 2001 and is located in Amsterdam.

More information

www.adrime.nl

Ruben van Dorssen

T: +31 (0)6 246 13 525