

Press Release

Netlog signs up for online ad network in Slovenia

Slovenia's most popular social network partners with Httpool

Ljubljana, Slovenia – October 28th, 2008 – Netlog, Europe's fastest growing social network, has partnered with online advertising provider [Httpool](#) – to provide Slovenian companies the chance to address their young demographic. Httpool is one of the leading Central and Eastern European full service online advertising providers, with an international reach and focus on emerging markets.

“Netlog is a fast-paced social networking site with a pan-European reach – but what makes us really special is our ability to communicate with our members in their native language,” said Lorenz Bogaert, Netlog CEO. “Httpool is a dynamic international ad network with extensive work experience in the emerging markets. The company understands the Slovenian advertising and marketing environment and will help the country's advertisers truly connect with our members.”

Timotej Gala, Httpool Managing director EMEA, explained: “This partnership is very important for Httpool. Netlog is a great fit for our portfolio in the Slovenian market, and the site will allow us to offer advertisers a creative platform to reach out to their young demographic. Our mission is to provide advertisers with the best possible online solutions, and give international publishers the best monetisation solutions for their international inventory.”

According to [Alexa](#), Netlog is the biggest social network in Slovenia, attracting over 130 million page views per month. Moreover, Netlog has a 50/50 gender split and a young user base: nearly two thirds of its members (65%) are between 13 and 24.

This partnership will also allow Slovenian brands to set-up integrated social marketing campaigns. Throughout Europe brands like Nokia, Coca-Cola, Samsung, MTV, Red Bull and Puma have successfully set-up their own Brand Pages on Netlog with over three million Netlog users becoming their on-line ambassadors. Just like individual members, brands can create their own web pages with blogs, pictures, music, videos, events and much more to share with friends and fans. This gives companies the opportunity to communicate their latest news while connecting quickly and directly with potential customers. Furthermore, thanks to Netlog's unique localisation technology, each advertiser's

content is geo-targeted and personalised to guarantee their message gets to the right people in a quick and non-invasive way.

As the leading provider of online advertising in Slovenia and throughout Central and Eastern Europe, Httpool offers its partners the opportunity to use the newest online technologies, such as predictive behavioural targeting. Httpool is all about integrating these methods in a comprehensive way, so that each company can reach its target audience.

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About Netlog

[Netlog](#) is the leading social networking destination in Europe with over 35 million registered users throughout the continent. Netlog provides a fun environment where people communicate and connect with friends, like-minded people and local communities. The site is available in 25 languages and has almost 200.000 users in Slovenia. According to ComScore, Netlog is Slovenia's most popular social networking site.

About Httpool

[Httpool](#) is a rapidly growing international advertising network with focus on emerging markets. Httpool provides advertisers and agencies with a fully integrated offer of digital media and marketing communications solutions. Established in 2000, with its international headquarters in Palo Alto, USA and EMEA headquarters in Vienna, Httpool employs an experienced team of 60 + digital media and marketing professionals and provides premium digital advertising services to leading international brands, advertisers and publishers.

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