

Aedgency to make its predictions for the future of online marketing at OMExpo Madrid

15th February 2010 – Aedgency, the European performance marketing specialist, will be at the sixth annual Online Marketing Expo in Madrid on 24th and 25th February. Aedgency staff will be on hand at stand 81 to advise visitors on how to take advantage of results-based marketing techniques and on the best strategies to help advertisers maximise conversions.

On February 25th at 12.30h, Vincent Labey, Aedgency founder, will give a presentation in room three; “I want it all (right now) – and I want it specific to my needs” will outline the importance of developing consumer-facing strategies as a key to success in online marketing.

José Ángel Gallego, the Aedgency Spain Sales Manager, will also give short presentations during the organiser’s themed tours of the show floor; these take place at 13.00h and 18.30h on the 24th and at 11.30h and 16.30h on the 25th. José will talk through how brands can build their relationship with consumers and answer guests’ questions.

In addition, Aedgency will celebrate a mojitos happy hour on the 24th between 17.00h to 19.00h and on the 25th between 16.00h to 18.00h. This is a perfect opportunity for visitors and journalists to meet with company spokespeople in a more relaxed atmosphere.

OMExpo is the foremost online marketing event in Spain, the sector’s thought leaders present their digital marketing strategies and case studies to ensure attendees are aware of the key issues and opportunities they will face in the market in coming years.

About Aedgency

Aedgency, headquartered in Barcelona, is a pan-European performance-based marketing specialist which offers a gateway to privileged communication channels between brands and e-buyers.

Founded in 2004 Aedgency has been growing rapidly ever since and now operates across five European markets. Aedgency focuses on increasing advertisers' conversion rates and monetises its publishing networks and independent publishers' websites.

Aedgency offers brands access to millions of online consumers across Europe. Its bespoke analytics engine uses deep contextual and behavioural segmentation to closely target users through the communication channel that is most likely to get a result.

For full details of Aedgency's integrated product suite please visit www.aedgency.com

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