

iCrossing Expands Into Germany With Acquisition of 3GNet

Acquisition Extends iCrossing's European Footprint and Grows Retail Client-Base

SCOTTSDALE, Ariz. – April 14, 2008 – iCrossing, a global digital marketing company, announced today that it has acquired German digital marketing agency 3GNet GmbH. The acquisition extends iCrossing's leadership in the U.S. and U.K. into the pan-European market, further establishing the company's global footprint and client base. The terms of deal are not being disclosed.

One of the longest established digital marketing providers in Germany, 3GNet provides natural and paid search marketing as well as affiliate marketing services to a number of global brands, including eBay and ESPRIT, as well as leading European brands Görtz, HSE24, baby-walz and O2 Germany.

3GNet will continue to be led by founders Patrick Bertermann, Oliver Grünig, and managing director Gottfried Häuserer, who will report to Don Scales, president and COO, iCrossing. Headquartered in Munich with an additional office in Berlin, 3GNet will be transitioned to the iCrossing brand. 3GNet's search and affiliate marketing expertise enhances iCrossing's ability to serve its global clients – including The Coca-Cola Company and Toyota, among others. The deal brings iCrossing's headcount to 620 employees across 14 offices in the U.S. and Europe.

"3GNet has a track record of delivering excellent results for global brands in the European market," said Jeffrey Herzog, founder and CEO, iCrossing. "Their understanding of the European search market, particularly in leveraging affiliates, as well as their technical expertise, makes them a perfect fit for iCrossing."

"We were not only impressed with 3GNet's capabilities in digital marketing," said Don Scales, president and COO of iCrossing, "but also with the cultural similarities with iCrossing. Their creativity and passion will serve us well in the European market."

"iCrossing has become one of the largest independents in the world, and they have the right mix of people, technology and vision to continue that growth," said Patrick Bertermann, co-founder of 3GNet. "We will draw upon their deep pool of expertise in the areas of search, social media and analytics to broaden our market among current and new clients in Europe."

3GNet was advised on the transaction by Fraser Finance.

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About iCrossing GmbH

iCrossing GmbH, formerly known as 3GNet in Germany, is a global digital marketing company that combines talent and technology to help world-class brands find and connect with their customers. The company blends best-in-class digital marketing services - including paid and natural search marketing, Web development, social media, research and analytics - to create integrated digital marketing programs that engage consumers and drive ROI. iCrossing's client base in Germany includes such recognized brands as Epson Germany, baby-walz, eBay, easyCredit, ESPRIT, HSE24, and O2 Germany as well as worldwide 40 Fortune 500 companies, including The Coca-Cola Company and Office Depot. Headquartered in Scottsdale, Arizona, the company has 620 employees in 14 offices in the U.S. and Europe, including 75 employees in our offices in Munich and Berlin.

About 3GNet GmbH

The 3GNet GmbH, an iCrossing company, was founded in 1999 by Patrick Bertermann and Oliver Grünig and is one of Germany's leading agencies in the online marketing sector. The company employs a diverse, multilingual team of seventy to offer international search engine optimization, search engine marketing, and affiliate marketing management. 3GNet clients include Epson Germany, baby-walz, eBay, easyCredit, ESPRIT, HSE24, and O2 Germany.

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