

Dragon Media Online Completes Acquisition Of Don't Blink Media

Acquisition strengthens campaign and media management capabilities globally

Oakland, California and Seattle, Washington – February 10th, 2008 – Dragon Media Online, Inc. (www.dragonmediaonline.com), a technology-enabled global advertising services company based in Oakland, California, announces the completion of its acquisition of Don't Blink Media, Inc. (www.dontblink.com), a Seattle-based interactive advertising agency, which officially closed on December 11, 2007.

Don't Blink Media was founded in 2005 by a group of interactive advertising veterans leveraging decades of collective experience with online buying, search engine marketing, search engine optimization, business development management and channel marketing.

"The Don't Blink acquisition brings extensive SEM/SEO and media buying services expertise to our global advertising service offering," said Gregory Raifman, Chairman and CEO of Dragon Media Online. "We are very excited to have such a strong team on board to help us execute on our vision of 'Localizing the Global Marketplace™'."

"The Dragon Media Online leadership, industry experience, technical acumen, and global marketing presence will enable the combined company to more effectively service our existing and growing client base," said Ryan Polley, CEO of Don't Blink Media, Inc. Ryan will fill the role of President for the combined company.

Dragon Media Online provides best of breed online marketing services through our three divisions: DMO Global, DMO Data Online and DMO Media Services.

DMO Global - Performance Ad Network: DMO Global provides advertiser clients and distribution partners with multiple solutions to compete in the international and multicultural markets. We connect top-tier international and multicultural advertisers and publishers through our performance-based online advertising solutions. DMO Global operates our performance-based advertising network, Dragon Performance Network™ or DPN, and also provides our full service lead generation option, Custom Lead Generation Solutions™. These capabilities leverage the DragonStar™ lead generation ad serving platform.

- **Affiliate Network - Dragon Performance Network™**

Dragon Performance Network™ or DPN connects global brand advertisers with an exclusive network of high quality publishers worldwide. Our exclusive affiliate network drives the highest quality results for advertisers while maximizing revenue opportunities for publishers. Our global expertise ensures maximum impact for advertisers and publishers.

- **Full Service - Custom Lead Generation Solutions™**

DMO Global also provides our full service lead generation option, "Custom Lead Generation Solutions™," which is tailored to the larger, more sophisticated marketing client looking for a host of customized marketing solutions to meet their lead generation needs.



DMO Data Online - Database Analytics: DMO Data Online provides email marketing services, including list and database management and analytics for clients with email and/or marketing data. DMO Data Online leverages the DragonStar™ email marketing and data analytics platform.

DMO Media Services - Campaign & Media Management: DMO Media Services (formerly Don't Blink Media) provides the most effective media buying, placement and campaign management across a variety of online channels. Excelling at search engine marketing and optimization, media buying and aggressive campaign planning, we leverage our years of experience and strong relationships with online publishers for select clients to reach and surpass their online goals.

Technology - DragonStar™ DragonStar™ is our in-house, proprietary ad delivery technology providing tracking, reporting, and analytics to our advertising clients and distribution partners worldwide. Our proven technology platform guarantees maximum campaign impact and peace-of-mind, 99.99% uptime reliability, fault tolerant redundancy and immense scalability on an agnostic platform.

About Dragon Media Online

Localizing the Global Marketplace™

Founded in 2005, Dragon Media Online, Inc. is a technology-enabled advertising company that provides best of breed online marketing services for its global advertiser clients and distribution partners in the international and multicultural marketplaces. Our clients' and partners' return on investment is maximized through our unparalleled client service focus, our selective relationships with top-tier partners and our proprietary DragonStar™ technology platform.

For more information on Dragon Media Online, please visit www.dragonmediaonline.com or contact us at press@dragonmediaonline.com.

For job related information or inquiries, please contact jobs@dragonmediaonline.com as we're hiring.

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