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## LYCOS Advertising Appoints New GM

Hyderabad & Israel: June 18, 2015. LYCOS (NSE:LYCOS | BSE:532368 ), one of the most widely known Internet brands in the world and one of the first search engines on the web, today announced the appointment of Mrs. Gali Arnon as the new GM of its Advertising Division – LYCOS Advertising.

Mrs. Gali Arnon is the new GM of Ybrant Digital, LYCOS Advertising Division. Mrs. Arnon brings to Lycos more than 15 years of senior management experience, leading large organizations and divisions within various industries including the internet space.

Throughout her career, Mrs. Arnon served as Senior Vice President of '888', a global leader in the online gaming entertainment industry, and as the CEO of 'Wall Street Institute ISR', the leading provider of English language education worldwide.

Mrs. Arnon academic background includes a bachelor degree in Communication and Psychology as well as an MBA from Tel Aviv University, Israel.

“Gali brings extensive international experience together with the right mix of expertise in digital media, product, technology and operational know-how. I am confident that Gali will take LYCOS forward to new heights as we continue to redefine the advertising eco-system” said Jacob Nizri, President, LYCOS Advertising.

“I’m very happy to see this division adding new developments to its growth trajectory. Am sure with Mrs. Arnon’s inclusion under Jacob, the division is prepared to set new milestones in more areas.” said Suresh Reddy, Chairman & CEO of LYCOS.

“I am very proud to join LYCOS one of the most established and well-respected digital media companies in the advertising industry. I am also excited to work with such a professional and energetic team that includes some of the best media professionals in the business.” said Mrs. Arnon.



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**About LYCOS:**

LYCOS is one of the original and most widely known Internet brands in the world, evolving from one of the first search engines on the web, into a comprehensive digital media destination for consumers across the world.

LYCOS has been a pioneer in intelligent spidering search technology, combining its proprietary technology with other best-in-class services to provide a simple yet a powerful internet experience to its users and clients.

Times change, and LYCOS has changed with them, evolving into a digital media powerhouse with three major divisions.

LYCOS Media, is a network of easy-to-use community and social sites. LYCOS' award-winning products and services include tools for blogging, web publishing and hosting, online games, e-mail, and search. The LYCOS Network of sites and services include Lycos.com, Tripod, Angelfire, HotBot, Gamesville, WhoWhere, and LYCOS Mail. Integrated, these sites help in bringing people together to interact, conduct commerce, have fun, and experience the best the Internet has to offer, is in our DNA. We offer 40 Local Sites in 120 Languages with a community spanning across 177 Countries.

LYCOS Advertising, services businesses, agencies, and online publishers worldwide in meeting their Digital marketing needs. Our clients include leading blue chip advertisers including MTV, Samsung, Viacom, Maruti Suzuki, Airtel, Sony, Coco Cola, Star India, Vodafone, Samsung Electronics, Lenovo, ING, British Airways, Qatar Airways, Titan, Unilever, P&G, Hyundai Motors, ICICI Bank, LIC, and ITC. We partner with top global publishers such as Facebook, Twitter, LinkedIn, MSN and Yahoo! besides proprietary media such as LYCOS, Gamesville, getMedia in Latin America and several travel websites in Australia. We serve between 35 to 40 billion impressions every month across the Web.

LYCOS Life, is the new consumer products division. LYCOS Life is dedicated to the future of communication and information management in which everyday objects will be connected to the internet, also known as the 'Internet of Things'(IoT).

LYCOS employs over 500 people working out of 24 offices worldwide, including the US, Argentina, Brazil, Chile, Uruguay, Mexico, the UK, France, Germany, Italy, Ukraine, Sweden, Serbia, Israel, China, Thailand, Panama, India, Emirates, Russia and Australia, and with representatives or partners in

Spain, South Africa, and The Netherlands.

[www.lycos.com](http://www.lycos.com)

### **Disclaimer**

This press release contains “forward-looking statements” – that is, statements related to future, not past, events. In this context, forward-looking statements often address our expected future business and financial performance, and often contain words such as “expects,” “anticipates,” “intends,” “plans,” “believes,” “seeks,” “should” or “will.” Forward-looking statements by their nature address matters that are, to different degrees, uncertain. For us, uncertainties arise from the behavior of financial and digital marketing industry, and fluctuations in exchange rates; from future integration of businesses; and from numerous other matters of national, regional and global scale, including those of a political, economic, business, competitive or regulatory nature. These uncertainties may cause our actual future results to be materially different from those expressed in our forward-looking statements. We do not undertake to update our forward-looking statements.