

Press release  
Stockholm, April 23, 2010

## Getupdated and adX signs Preferred Partnership to strengthen respective market positions

**Getupdated and adX have announced a Preferred Partnership that will further strengthen their leadership positions in the search engine optimization (SEO) and sponsored links advertising markets, respectively. Getupdated will assume responsibility for the delivery of SEO services for adX SEO clients while licensing the adX Search technology platform for pay-per-click (PPC) marketing.**

"In this competitive business, our newly formed, long-term partnership with adX will secure increased SEO market share for Getupdated while delivering PPC clients with exceptional results and increased geographic reach through the adoption of adX's industry leading platform," said Paul Yates, CEO, Getupdated. "Our current objective is to ensure adX's SEO clients receive a competitive offering in terms of price, performance and full pan-European reach."

As adX begins to discontinue their SEO services, they will refer current and new clients to Getupdated as a preferred partner. Existing adX clients will be offered a seamless continuation of service and will be gradually transitioned to Getupdated as their SEO contracts expire during the year. The gross sales volume is estimated to SEK 3.7 million.

"We can now confidently refer our SEO clients to a solid and renowned company with many years of experience in the SEO market," said Nicklas Östh, CEO, adX Search AB. "This transition not only enables adX to focus on the continued growth of our core business, technique, service and know-how within sponsored links advertising, but creates a true win-win scenario for both Getupdated and our SEO clients."

According to Östh, former competitors like Getupdated and large retailers can now license a proprietary and robust search engine marketing platform that delivers them and their clients with a single, powerful gateway to world-renowned search engines including Bing, Google, Yahoo! and Baidu. adX's proprietary, robust search engine marketing platform enables the complete execution, control and optimisation of ad campaigns, keywords and conversions.

For further information, please contact:

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## **This is Getupdated Internet Marketing AB**

*Getupdated is an international vendor of innovative Internet marketing services. Getupdated has a complete portfolio of services covering search engine optimization, paid search, social media, web development, visitor conversion, media planning and web analysis. The Getupdated Group has some 230 employees in Sweden, the UK, France and Ireland. The parent company Getupdated Internet Marketing AB is listed on NASDAQ OMX First North Premier and its Certified Adviser is Erik Penser Bankaktiebolag.*

## **This is adX Search AB**

*adX Search AB is a leading provider of technology solutions for the increasingly complex global search marketing industry. The adX technology platform supports companies with a single gateway to search engines including Baidu, Bing, Eniro, Google, Kvasir and Yahoo! The adX concept is based on a proprietary technology platform together with a Search Centre offering industry expertise for service & support. Leading companies from a wide variety of industries around the world have chosen adX as their partner.*

