

**PRESS RELEASE**

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## **EBUZZING and WIKIO join forces**

**The platform bringing together bloggers and advertisers joins up with Wikio, giving rise to a new major player in the analysis and monetisation of content via social media.**

**Ebuzzing**, the premier monetisation network for blogs and social media is joining the news and blog aggregator Wikio. The platform that brings together bloggers and advertisers was created by Bertrand Quesada and Amaury Leconte; it works with advertisers to create innovative campaigns that harness the creativity of bloggers and the efficacy of viral marketing throughout social networks.

When launching in 2007, Ebuzzing benefited from the financial backing of Pierre Chappaz, co-founder of the news and blogs aggregator **Wikio** (and also price comparison site Kelkoo).

*"I am very happy to have supported Ebuzzing and it has been a real pleasure watching the company grow so rapidly. In two years they have helped 600 advertisers communicate throughout the blogosphere and via social networks"* says Pierre Chappaz, who feels, "the fusion with Wikio is a real opportunity for Ebuzzing, who will now be able to venture into the international markets by making use of Wikio's presence in 5 European countries and the United States."

Bertrand Quesada, who becomes Director of Sales for the Wikio Group, explains: *"Ebuzzing allows advertisers and brands to take part in the conversations taking place at the heart of the blogosphere and social networks by generating quality content and videos for an audience of over 15 million unique visitors per month. A number of top brands have already done so, such as ClubMed, Coca-Cola, Intel, L'Oréal, MasterCard and Toyota."*

Pierre Chappaz, until now acting as Chairman for both companies, becomes the CEO of the Wikio Group, while Laurent Binard, Wikio co-founder, is named Operations Director. He adds: *"Now we've joined forces we will be able to invest heavily in our research and development in order to become one of the leading Internet firms for the analysis and monetisation of blog content"*.

### **Wikio's area of expertise is blog and social media content.**

Wikio indexes over one million blogs across its 6 sites and is the number one European service for detecting trends and following news on **blogs** and **media websites**. The ensemble of Wikio sites welcomed 20 million users during November 2009, and **Wikio's Top Blog rankings** have become a measure of influence in the various European blogospheres as well as within the advertising market.

Ebuzzing will benefit from Wikio's technological expertise as well as its intimate understanding and knowledge of blogs, allowing Ebuzzing to enlarge its community of bloggers wishing to monetise the quality original content they produce. This synergy will allow advertisers to detect trends whilst taking into account the particularities of a given blogging community. The two companies will continue to operate using their own brand names: Wikio for the news and blogs aggregator, and Ebuzzing for the platform that brings together advertisers and bloggers.

In light of this fusion, the Wikio Group will comprise around 50 employees in France and several other European countries. Financed by the Lightspeed and Gemini investment funds, the group intends to invest heavily in 2010 in its technology and international development.

*Ebuzzing and Wikio were advised by Mirabaud Financial Planning S.A. for this operation.*

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