



PRESS RELEASE

Paris, 12 February 2010

NETBOOSTER INCREASING ITS INVESTMENT IN GUAVA AS

NETBOOSTER (FR0000079683 – ALNBT), the European interactive agency specialised in Online Marketing, communicates:

As part of the financial restructuring of GUAVA AS, in which NetBooster Group holds a 29.89% equity investment to date, NetBooster announces today that it intends to participate in a reserved share capital increase by GUAVA, which is listed on the Copenhagen OMX First North stock exchange. This transaction, in respect of which GUAVA will convene an Extraordinary General Meeting on 25 February 2010, should enable NetBooster to increase its investment in GUAVA to a minimum of 65% of its share capital through the conversion of receivables and a cash capital contribution. The total cost of this transaction for NetBooster will be € 2 million in cash. In addition, GUAVA announced today having successfully closed the renegotiation of the terms and conditions of its bank debt with its banks, thus guaranteeing finance for the company.

Pascal Chevalier, Chairman and CEO of NETBOOSTER Group, commented: "*Initiated in January 2009, the strategic partnership between our companies resulted from the industrial vision shared by the management of both groups. Our objective is to better serve the customers of both companies, through:*

- *Strong geographic complementarity, providing unrivalled European coverage,*
- *Combined access to a pool of more than 400 on-line marketing specialists in 9 European countries,*
- *A more extensive technical platform and highly complementary technological tools.*

Note that GUAVA reported sales of € 7.1 million for the first half-year 2009 and € 4.9 million over the 3rd quarter 2009."

GUAVA and NETBOOSTER are first rank interactive communication agencies holding significant market shares in Northern Europe (Scandinavia and UK) for GUAVA and in Southern Europe (France, Italy and Spain) for NETBOOSTER. Due to their specialised offerings, the two companies cover all segments of online marketing: web marketing consulting, search marketing, advertising media consulting and purchase, web design, affiliation and CRM (Customer Relation Management).

About NETBOOSTER:

Established in 1998, NETBOOSTER is an **interactive agency specialised in Online Marketing**. The NETBOOSTER Agency division makes its comprehensive and specialised expertise available to its clients for Internet marketing: marketing consulting, online loyalty-building and recruitment, search engine optimisation, search engine marketing, affiliation, media purchase, data-marketing and e-CRM, traffic generation, online media creation and strategic consulting. **Consolidated 2009 sales were € 31 million**. The Group is established with offices in France, the United Kingdom, Germany, Spain, Finland, Italy, China, Brazil and the Philippines. It is **managed by Pascal CHEVALIER** and employs a **workforce of 233 people**. It carries the OSEO-ANVAR seal of approval as an "Innovative Business" and thus its shares are eligible for FCPIs (French Mutual funds).

Truffle Capital, a European leader for venture capital, is NetBooster's main shareholder.

Shares in NETBOOSTER trade on the Alternext market of NYSE Euronext
ISIN code: FR0000079683 - Ticker code: ALNBT
For further information, please visit our website: www.netboostergroup.com



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