



Inskin Media strengthens its London team with five new hires

London, April 2011: InSkin Media is delighted to announce the arrival of five new additions to its fast-growing team in London.

Louise Antoniou joins InSkin Media's commercial team as **Commercial Manager**. Previously at Telemetry, Louise is an experienced, international media professional, with a deep understanding of the digital landscape; she is responsible for InSkin Media's relationships with Starcom Mediavest, Zenith Optimedia and Ogilvy.

Neil Murphy joined from Virgin/ids as **Agency Sales Executive**. Neil is now responsible for representing InSkin Media across Aegis, Havas and the regional agencies.

Emily Brewer, a well-known industry executive, joins InSkin Media as **Publisher Services Manager**. Previously, Emily was Digital Client Controller at Virgin Media/ids and at Tiscali. Emily has huge experience working across multi-platform media, including online, mobile, TV and VoD.

Gurpreet Chakkal has joined InSkin Media as **Client Services Manager**, from BSkyB, where she was voted Sky Digital Media Person of the Year in 2009. Gurpreet will bring her extensive experience of digital media to InSkin Media's fast-developing team.

May Promjiem, has joined the InSkin Creative Team as **Flash Designer**, from the Financial Times, where she worked with both strategic sales and ad operations; May has a deep knowledge of Rich Media serving platforms, ad-serving and commercial experience from the FT and other clients.

Hugo Drayton, CEO of InSkin Media, commented: "I am delighted that we have been able to attract such an experienced, dynamic group of new talent to InSkin Media. Our recent expansion and our growing reputation within digital media give us the opportunity to hire great talent for the business. Alongside our recent testing of non-UK markets, this recruitment drive illustrates the ambition and dynamism of InSkin Media."

InSkin Media's formats – InSkinVideo; i-Roll; PageSkin; InSkinMobile - are high-performance flash-based interactive display ad units; the ads wrap around online video, images, games, or web pages, and remain visible for the entire viewing duration. Prompted by the user, the InSkin ad is activated, pausing the current content and simultaneously bringing the advertiser to the user, generating average dwell times of 3 minutes and Click-through-Rates of 3%. Once completed, the InSkin retreats, and the original content resumes.

ENDS

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