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Web Traffic Exchange Giant MGID Grows Global Content

MGID (<http://www.mgid.com>), the world's largest traffic exchange service on the web, is upping its stakes with a revamped website that reflects its position as a growing global force, helping bloggers and publishers by generating targeted traffic to their sites, free of charge.

The upgrade of what was already a successful website symbolizes a new era for MGID, which has more than 2,200 partners from the US, UK, Canada, Australia and other countries, and uses a patent-pending technology to drive traffic to third party sites. Catering for quality publishers who have decent levels of traffic and content of their own, MGID operates in the areas of traffic exchange, traffic generation from a publisher's content and targeted services to promote a particular product or service online. Content is king at MGID, and the site has over 1,000,000 visitors daily, making it the world's largest web traffic exchange.

The service from MGID helps website owners increase their traffic at no cost by placing their content on to a huge network of participating sites. MGID uses a bespoke widget to display content from its partner publishers on each host website. Publishers sign up to MGID because they receive 150-300% targeted traffic back to their own site, making MGID an invaluable tool in the online marketing mix.

The service is a post-crash recession beater. MGID's activities started officially in 2008. From the summer of 2009 until the last quarter of 2010, the company has shown steady growth, with a constant increase of unique visitors per quarter.

Robert Bardunias, CFO, says: *"As part of several growth initiatives, the upgraded MGID website is already helping our partner sites gain more traffic. We listened carefully to the needs of our customers during planning and the resulting upgrade is more in keeping with our company, which has offices worldwide and generates millions of visitors each month. Publishers love the service, as we're sending visitors who genuinely like their content. The way we see it, the better the content, the more compelling it is for visitors. And the better our underlying website, the more traffic publishers will receive."*

Notes for editors

Founded in 2003, MGID is a globally ranked news and product portal and the world's busiest internet traffic exchange. Its monthly reach is more than 11 billion content impressions and it is ranked by Alexa as one of the world's 500 most visited websites. It has more than 400 employees working in offices in the USA, Eastern Europe and Hong Kong. Its new UK office, from where its European operations will be overseen, is located at Devonshire Square, London.

FOR FURTHER INFORMATION PLEASE CONTACT

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