MediaPost Editorial Board Recognizes Adblock Plus
With Award for Its Role in Improving Online Advertising

Cologne, Germany – Nov. 21, 2016 – Adblock Plus, the #1 most popular browser extension for blocking annoying online advertisements, running on more than 100 million active devices, today announced that it was selected as Supplier of the Year by the editorial board of leading advertising publication MediaPost in their 2016 'Agency of the Year' awards.

Each year, the editorial board of MediaPost honors those agencies, executives, suppliers and clients whose work and stature in the business define them as visionaries, innovators and industry leaders.

"We exist not just to disrupt advertising but to help fix it. Since day one, our mission at Adblock Plus has been to make the internet experience better, and validation like this from MediaPost helps us know that we're making good on our promises," said Till Faida, CEO, Adblock Plus. "ABP's commitment has always been to represent the consumer's interests and rights in the advertising and publishing ecosystem."

Celebrating its 20th Anniversary, MediaPost Communications (http://www.mediapost.com/) is at the forefront of the ever-changing digital media marketplace. It is the largest and most influential media, marketing and advertising website providing news, blogs, and directories to help a community of more than 150,000 members better plan and buy both traditional and online advertising.

All of the Agency of the Year recipients will be honored at a reception at The Yale Club in New York on January 25.

Links:

- Learn more about the Acceptable Ads Platform at https://AcceptableAds.com/Platform
- Follow Adblock Plus on Twitter at @AdblockPlus
- Read and subscribe to our blog at adblockplus.org/blog/
- Media press kit with FAQ, images and company statistics is available at eyeo.com/en/press
- Visit adblockplus.org to download Adblock Plus for every major desktop browser
- Download Adblock Browser for iOS in the Apple App Store
- Download Adblock Browser for Android in the Google Play Store

About Adblock Plus
Adblock Plus is an open source project that aims to rid the Internet of annoying and intrusive online advertising. Its free web browser extensions (add-ons) put users in control by letting them block or filter which ads they want to see. Users across the world have downloaded Adblock Plus over 500 million times, and it has remained the most

downloaded and the most used extension almost continuously since November 2006. PC Magazine named the extension as one of the best free Google Chrome extensions, and it received About.com readers' choice award for best privacy/security add-on.

Adblock Plus is a free browser add-on for Safari, Chrome, Firefox, Internet Explorer, Maxthon and Opera for desktop users, and offers a free browser for mobile users on iOS and Android.

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