



August 11, 2016

To

The BSE Limited
PJ Towers, Dalal Street Complex,
Mumbai – 400001.

NSE India Limited
Exchange Plaza, Bandra Kurla
Bandra East, Mumbai – 400051

LYCOS (NSE: LYCOS I BSE: 532368)

Dear Sir,

**Sub: Recent development in LYCOS' Advertising division – Brightcom,
Powered by LYCOS.**

We would like to inform you about a recent development at Brightcom, Powered by LYCOS, the advertising division of LYCOS:

Brightcom partnered with GeoEdge and Forensiq - Brightcom has partnered with GeoEdge and Forensiq to enhance viewability measurement and improve fraud detection capabilities for clients. Working with Forensiq, a fraud detection company, Brightcom will channel all its advertising traffic through a fraud evaluation program to offer real-time detection for clients.

GeoEdge, an ad-verification provider, has a similar role, but from a publisher perspective. Partnering with GeoEdge will help Brightcom check for malicious creatives, thereby improving transparency between the advertiser and publisher.

There are many positives to the advent of programmatic advertising, and Brightcom is effectively harnessing the value of programmatic, improving user experience and quality of advertising.

Related Link:

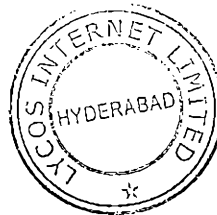
<http://www.mediapost.com/publications/article/282179/brightcom-announces-partnerships-with-geoedge-and.html>

Thanking You

Yours truly

for LYCOS INTERNET LIMITED

M. SURESH KUMAR REDDY
CHAIRMAN & MANAGING DIRECTOR



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