



**PRESS RELEASE
27 OCTOBER 2008**

DIONIC ACQUIRED 30% OF IRAMEDIA SA

DIONIC SA informs the investment community that pursuant to the Group's strategic plan for expansion of its activities in new profitable sectors, the Company has completed all appropriate procedures for the acquisition of a 30% stake in IRAMEDIA SA, which is active in the MEDIA strategy sector. The acquisition price amounts to EUR 288 thou. and the investment will be financed by the proceeds of the convertible non-listed bond of the Company.

IRA MEDIA was founded in 2002 with its main core of business the planning and implementation of the media strategy of an advertising campaign of an advertised entity (the "advertisee"). In order for IRA MEDIA to provide these services, it analyzes each advertisee's data and via a strictly scientific approach, it proceeds to the planning of the optimum media strategy that needs to be applied while taking full advantage of the advertisee's budget in order to achieve maximum results. The backbone of the company's success is its expert executives which possess long experience as well as vast scientific knowledge of the subject and have been holding various positions in the advertising and media sectors. In its six years of activity, IRA MEDIA has successfully helped, by applying its effective methodology, many important companies from a diverse range of sectors of activity.

With this acquisition, Group DIONIC which is in constant quest of expanding its operations and enhancing its profitability, invests systematically in its main business sectors, which besides the core business activity which today is the trading and distribution of products, it also enhances gradually the Consulting Services sector, the Software sector, the Real Estate Development sector as well as the Energy sector.