

Metacafe Teams with Leading Mobile Entertainment Companies to Deliver Short Videos On-the-Go

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PALO ALTO, Calif.--(BUSINESS WIRE)--Metacafe[®], whose more than 28 million unique viewers each month make it one of the world's largest video entertainment sites, has teamed with several leading mobile entertainment companies around the world to deliver short-form videos to consumers wherever, whenever they're in the mood for an entertainment break in their day. Companies currently offering Metacafe videos to consumers and the mobile operators that serve them include Buongiorno, **Dyuna** and Mobile Streams.

These relationships now make Metacafe videos easily accessible to mobile subscribers in more than 100 countries around the world. Early consumer response has been positive; resulting in thousands of video downloads monthly.

"The short videos featured on Metacafe are well-suited to mobile distribution – perfect for enjoying a quick entertainment break, regardless of time or place," said Erick Hachenburg, CEO of Metacafe. "Our sophisticated approach to programming, which automatically showcases the videos our large and global audience finds most entertaining, ensures a good user experience in the mobile environment, where searching for a video is not practical. By teaming with some of the world's leading content aggregators, we are establishing early leadership in mobile entertainment, a sector we expect to grow in the coming months and years."

Current Metacafe mobile content partners include:

- **Buongiorno** (www.buongiorno.com) – Buongiorno is a trendsetting, independent mobile media and technology company driving the burgeoning cellphone entertainment and personalization industry. With the recent acquisition of iTouch, it becomes No.1 player in the mobile entertainment market worldwide. It partners with over 100 leading cellular carriers, as well as with media and Internet companies in over 53 countries on 5 continents.
- **Dyuna** (www.Dyuna.com) – Dyuna creates a mobile entertainment network, comprised of mobile operators and content owners. The network creates a marketplace that offers mobile users access to a global digital content catalog, new distributions channels for content providers and an easy way for mobile operators to extend their content offer. The catalog is offered with content-relevant advertising. Dyuna is a Red Herring 100 winner.
- **Mobile Streams** (www.mobilestreams.com) – Mobile Streams is a leading provider of music, comedy, cartoon animation, adult, graphics and entertainment content to mobile phones globally and is a leader in the field of made-for-mobile content production. The company's mobile expertise and Vuesia distribution platform is used globally by some of the world's largest media groups including

Sony Pictures Entertainment and Liberty Media.

About Metacafe

With more than 28 million¹ unique viewers each month, Metacafe® is one of the world's largest video entertainment sites. We specialize in short-form original content – from new, emerging talents and established Hollywood heavyweights alike. Metacafe delivers an exceptional entertainment experience by engaging and empowering our audience every step of the way. Our VideoRank™ technology helps expose the most entertaining content, and our Producer Rewards® program rewards video creators for their best work – all as determined by viewer response. The privately held company is headquartered in Palo Alto, Calif., and has offices in Tel Aviv and New York City. For more information – and hundreds of thousands of entertaining videos – visit www.metacafe.com.