



Mixpo CTO Brian Cohee Receives InfoWorld CTO 25 Award

SEATTLE – June 1, 2009 – Mixpo (www.mixpo.com), an online video advertising technology company, today announced the recognition of its CTO Brian Cohee, as one of IDG's InfoWorld CTO 25 Awards winners.



Each year, InfoWorld's CTO 25 Awards recognizes senior IT executives who have demonstrated leadership within their companies and in the IT community. To read more about the awards and Cohee's selection visit:

<http://www.infoworld.com/t/it-management/best-ctos-2009-133>.

“It is an honor to be selected as one of the InfoWorld CTO 25 Award recipients,” said Mixpo's Cohee. “This award, however, was a team effort and one not possible without the tireless efforts of the Mixpo product and technology team. Their accomplishments over the past several years are nothing short of remarkable. What's exciting to me was how we came together as a team and created the very best online video advertising platform in the market that was technically very complex and designed in an elegantly simple way for our customers to use. It's that positive customer feedback that drives our team. I'm proud to be a part of it and honored to represent Mixpo. “

“The diversity of challenges that a CTO faces was very evident in this year's InfoWorld CTO 25 entries. But what was common across the 25 CTOs we chose as the year's top CTOs was a combination of management savvy, technological insight, and the ability to lead a team to success even in difficult circumstances,” said Galen Gruman, Executive Editor/News and Features, InfoWorld. “This year's honorees reinvented untenable legacies, provided game-changing insight, and managed both their own teams and key organization stakeholders to make their businesses succeed through the use of technology. Our honorees did much more than implement technology well; they brought its use to a new level.”

About Mixpo

Mixpo is an online video advertising technology company. The company's mission is to make rich media VideoAds – a more effective display ad – accessible to local advertisers, large or small. The company's patent-pending platform eliminates the complexity of creating, delivering, and optimizing dynamic, geo-targeted rich media VideoAd campaigns. Mixpo enables seamless integration of VideoAds into the online advertising solutions and workflows of local media publishers and agencies. These partners, including Comcast Spotlight, NBC Local Media, and Tribune, can then quickly bring better value to their advertising clients and grow their businesses. To begin leveraging rich media VideoAds, please visit us at <http://www.mixpo.com>.



About InfoWorld Media Group

InfoWorld Media Group helps IT Decision Makers choose the right technology, within the context of a cohesive strategy for business impact at their organizations. InfoWorld identifies and promotes emerging technology segments that add unique value for the organizations that implement them, as well as the vendors that provide those solutions. Using an integrated communications approach including online, events, research, and a continued investment in an independent Test Center, InfoWorld analysts and editors provide hands-on analysis and evaluation, as well as expert commentary on issues surrounding emerging technologies and products. Visit InfoWorld at <http://www.infoworld.com>.

About International Data Group

International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 websites spanning business technology, consumer technology, digital entertainment, and video games worldwide. IDG also publishes more than 300 magazines and newspapers in 85 countries. IDG's media brands include CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), DEMO, Storage Networking World, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. Over 900 IDC analysts in more than 90 countries provide global, regional, and local expertise on technology and industry opportunities and trends.

Additional information about IDG, a privately held company, is available at <http://www.idg.com>.

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