



Mixpo Launches Online Video Advertising Platform, Announces Pacts with Real Estate Leaders, Including ActiveRain

SEATTLE, WA – April 30, 2008 - Mixpo, an online video advertising company dedicated to serving the local small and medium-size business (SMB) market, today announced that it has launched a comprehensive online video advertising platform and signed a series of agreements with three leading organizations in the real estate sector, including ActiveRain, Miller Condominium Marketing (MCM Group), and Realogics/UrbanCondominiums.com. ActiveRain represents more than 80,000 member-agents across North America, while the MCM Group and Realogics each represent many of the Pacific Northwest's premier condominium developments.

Under these agreements, Mixpo's partners can leverage the newly launched platform to enable their member businesses to easily create, deploy and optimize VideoAds, Mixpo-powered online video advertisements, for placement through ad networks and on Web pages and blogs. The expanded platform consists of five integrated components:

- **The VideoAd**, a dynamic video advertising player that businesses can easily embed into in-banner video ads, search engine landing pages, Web pages, or blogs. Each VideoAd includes interactive triggers, designated areas where users click to request more information or reach the business directly, generating highly qualified and measureable leads.
- **The Studio**, where companies can easily create high-quality VideoAds from existing video, photo, and audio files, from a broad range of stock media options, or through the services of Mixpo's video production partner.
- **Ad Rotation**, a Mixpo feature that allows companies to test and compare different versions of a VideoAd for effectiveness by running, or rotating, the versions simultaneously.
- **The Dashboard**, where clients measure how a VideoAd is performing by tracking the number of impressions and views, playthrough and conversion, viewers' geographic locations, and referring sites.
- **Automatically generated landing pages for each VideoAd**, providing the search terms and other meta data to maximize exposure to more than 100 video sites powered by a range of search engines, including Google, Yahoo!, AOL, and Blinkx.

“This is an important milestone for Mixpo, as it is core to our vision of enabling small to mid-market advertisers to create and deploy high quality and affordable VideoAds, accompanied by easy-to-use analytics, distribution, and optimization tools to make these

campaigns as effective and results-focused as possible,” said Anupam Gupta, Mixpo President and CEO. “Real estate is one category that we believe can benefit tremendously from the deployment of VideoAds to effectively showcase unique properties in a way that is both distinctive from other forms of media and easy to adjust, whether due to analytics or to the basic fact that real estate inventory is not static and changes daily. We look forward to expanding our presence in real estate, as well as other key categories.”

“The tens of thousands of real estate professionals who are members of the ActiveRain community are always looking for innovative and results-focused ways to market their properties and services, so we are thrilled to make Mixpo’s expanded platform available to them,” said Jonathan Washburn, ActiveRain CEO and Co-Founder. “We share Mixpo’s view that online video is an ideal medium for real estate professionals to leverage and we selected Mixpo because of the unique offerings, flexibility, and ease-of-use of its online video advertising platform.”

ActiveRain is the nation's largest social networking site for real estate professionals. More than 80,000 real estate agents, mortgage lenders, appraisers, title company officers, and others in the real estate industry participate in the network to exchange ideas and generate leads.

MCM Group is one of the leading real estate marketing firms in Seattle. With more than 30 years of experience selling and marketing new condominiums, townhomes, and high-rise communities in the greater Puget Sound area, the MCM Group provides superior service to buyers, sellers, and developers alike. The company manages premier properties, such as Seattle’s Queen Anne High School, Burien Town Square, and Sylvan Ridge.

Realogics is a recognized leader in developing targeted marketing and sales programs for developers and their lenders, specializing in high-value condominium and mixed-use buildings in urban environments such as Escala, The Bravern, and Equinox. UrbanCondominiums.com is the Pacific Northwest's most comprehensive online search resource for new construction condominiums properties. Realogics and UrbanCondominiums.com have partnered with Mixpo to showcase Seattle and Bellevue's real estate fundamentals and select properties.

“In today's environment of weakened consumer confidence, project advertising alone is not an effective means of representing our properties, so it is significant that the use of Mixpo's technology can deliver far more complex marketing messages compared to static advertising” says Dean Jones, President of Realogics, Inc. “We've partnered with Mixpo to deploy high-impact, educational content that allows the consumer to interact with the information, which will engineer the demand for our communities.”

“Condo developers have long understood the importance of marketing and advertising but the need for smarter and more innovative marketing as well as strategic thinking is stronger than ever,” says Don Sieb, President of Urban Condominiums. “The forward

thinking principles at Mixpo are an exact match with the direction the new Urban Condominiums portal is taking.”

About Mixpo

Mixpo is an online video advertising company dedicated to serving the local small and medium-size business (SMB) market. Through its pioneering online video advertising platform, the company enables interactive agencies, publishers, directories, ad networks and marketplaces to easily and affordably create, deploy, and optimize online video ads that drive measurable results and fuel more effective marketing campaigns for their clients.

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