



Mixpo Hires Adam Kapel as Senior Vice President of Sales and Marketing

Former Senior Director at Microsoft Advertising and Vice President of Sales and Marketing at aQuantive's Atlas Joins Mixpo's Management Team

SEATTLE – Oct. 21, 2009 – Mixpo (www.mixpo.com), an online video advertising technology company, today announced the hiring of Adam Kapel as senior vice president of sales and marketing, effective immediately. In his new role, Kapel will be responsible for developing and driving Mixpo's sales and marketing strategy as the company works to further its mission of extending local TV advertising to the Web.

"Adam brings a unique skill set and strong industry-relevant experience to Mixpo. He will enhance our efforts to work closely with media companies, agencies and advertisers to build innovative local TV advertising solutions for the Web and scale our business," said Anupam Gupta, president and CEO of Mixpo.



Previously, Kapel served as a senior director at Microsoft Advertising, packaging and promoting the company's offerings. He arrived at Microsoft through its acquisition of aQuantive, where Kapel was most recently vice president of sales and marketing for Atlas. Prior to Microsoft and aQuantive, he held a variety of senior sales, account management and marketing positions spanning nearly 15 years.

"In working with Mixpo over the past few months, I've witnessed first-hand the opportunity for local TV advertisers to reach their target audiences in new and innovative ways," said Kapel. "Mixpo's Xspot is a tremendous online video offering for media companies, agencies and advertisers looking to move their TV spots to the Web as effectively and seamlessly as possible."

About Mixpo

Mixpo is an online video advertising technology company focused on extending local TV advertising to the Web. Through a simple and powerful combination of production, campaign management and reporting tools, Mixpo enables media companies and advertising agencies to deliver interactive video campaigns via standard display ad units. To find out more about Mixpo, please visit us at www.mixpo.com.



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