



## **Mixpo's Leadership in Online Video Advertising Recognized; Company Momentum Continues with Follow-on Investment**

*Mixpo named OnMedia 100 award recipient and CEO to present today at AlwaysOn conference; follow-on investment of \$4 million led by Madrona Venture Group*

**NEW YORK – Feb. 3, 2009** – Mixpo has been recognized by AlwaysOn as an OnMedia 100 winner and will receive the award as a leading company in the emerging technology space of advertising, publishing, marketing, branding and public relations. Mixpo was selected by the AlwaysOn editorial team based on its demonstration of growth, market opportunity, quality of innovation, and customer traction. Today, Mixpo President and CEO Anupam Gupta, is a featured speaker at the AlwaysOn OnMedia NYC conference.

“It’s an honor to be recognized by AlwaysOn as one of the OnMedia 100 technology companies,” said Mixpo’s Gupta. “Ad dollars are shifting from traditional media to online local advertising. We’re excited about the potential video has to drive more effective results for local advertisers – large or small.”

The OnMedia 100 winners were selected from among hundreds of other technology companies nominated by investors, bankers, journalists, and industry insiders. The AlwaysOn editorial team conducted a rigorous three-month selection process to finalize the 2009 list of the best disruptive technologies from around the globe.

“The technology behind our platform is complex but we’re hyper-focused on making the user experience simple and delivering tangible results for advertisers,” said Brian Cohee, Mixpo’s CTO. “We believe that enabling *any* advertiser to run actionable VideoAd campaigns is what makes our technology disruptive.”

### **Follow-on Investment**

Mixpo also today announced a \$4 million follow-on investment led by Madrona Venture Group, including Growthworks Capital Ltd. and Yaletown Venture Partners. On the heels of building a robust and comprehensive technology platform and partnering with major local media publishers, including Comcast, NBC Local Media and Tribune, the investment will be used by Mixpo to accelerate its growth, further enhance its platform, and extend the Company’s leadership in a large and rapidly growing market category.

“Online, locally-targeted advertising is proving to be a large and disruptive opportunity in the current market environment and Mixpo is leading the pack with their partners, customers, and technology-driven solutions,” said Matt McIlwain, Managing Director of Madrona Venture Group. “We are very pleased to be partnering with the Mixpo team, which is delivering tangible results for their customers and investors alike.”

Today’s investment brings the total funding raised by Mixpo to \$10.5 million.

### **About AlwaysOn**

ALWAYS ON ignited the open-media revolution in early 2003 by being the first media brand to launch a global blog network. In 2004, ALWAYS ON continued to lead the media industry in innovation by introducing a social network where members can connect and engage. ALWAYS ON is also revolutionizing the media business by applying its open-media principles to its executive event series (STANFORD SUMMIT, ALWAYS ON HOLLYWOOD, ALWAYS ON MEDIA and GOING GREEN) and quarterly print “blogazine” by empowering its members to post and share their ideas and meet each other online. As our loyal readers know, ALWAYS ON is committed to the free-market, merit-driven approach to reporting



and event programming. No other media brand has dared to create such open interaction with its readers and event participants.

**About Mixpo**

Mixpo is an online video advertising technology company based in Seattle. The company's comprehensive VideoAd platform enables any advertiser, from small to large, to run actionable online video advertising and promote its business at the local level. Mixpo's VideoAd platform is available through partnerships with local media publishers including Comcast Spotlight, NBC Local Media, and Tribune. Mixpo enables publishers to seamlessly integrate VideoAds into their online solutions for local advertising, demonstrate effectiveness to advertisers and increase revenue. Mixpo also enables national agencies and advertisers to dynamically create and target VideoAds to drive more cost effective local marketing and promotions. For more information visit: <http://www.mixpo.com>.

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