



Mixpo to Present at Inman News Real Estate Connect and SMX Local & Mobile Conferences

SEATTLE, WA – July 22, 2008 - Mixpo, an online video advertising company dedicated to serving the local small and medium-size business (SMB) market, today announced that Anupam Gupta, Mixpo President and CEO, will present at two significant real estate and local Internet conferences in San Francisco on July 24, 2008:

- At 8:30 a.m., Gupta will participate in a panel discussion, ‘Six New Ideas that Will Change Real Estate,’ a featured portion of Inman News’ Real Estate Connect conference, set for the Palace Hotel in downtown San Francisco.
- At 4:15 p.m., Gupta will be featured on a panel entitled ‘Targeting Locals in a Blended Search World,’ as part of the Third Door Media’s SMX Local & Mobile conference, at the JW Marriott Hotel, also in downtown San Francisco.

“The Mixpo team has developed an online video advertising platform that is unique to the marketplace, focusing on specific local verticals such as real estate, with important broader ramifications for the locally focused Internet sector,” said Anupam Gupta, Mixpo President and CEO. “We are honored to be invited to present at both of these outstanding events and look forward to sharing our very latest perspectives with the audiences in San Francisco.”

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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