



## **Mixpo Names Jeff Lanctot to Board of Directors**

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 appointed online advertising veteran Jeff Lanctot to its Board of Directors, effective immediately.

Lanctot currently serves as the Senior Vice President, Global Media for Avenue A | Razorfish. In this role, he oversees Avenue A | Razorfish's worldwide media business, a group that managed more than \$735 million in digital media in 2007. In his eight years with the company, Lanctot and his teams have developed digital branding strategies, segmentation models and customer acquisition and retention programs on behalf of clients such as Disney, Coors, Expedia, Nike, Microsoft, Best Buy and WeightWatchers. He previously served as Vice President and General Manager of the agency's Northwest region.

"We are thrilled to add someone of Jeff Lanctot's caliber to our Board, as his considerable base of relevant expertise in online advertising will be invaluable to Mixpo as we continue to build the company's profile and leadership position," said Anupam Gupta, Mixpo President and CEO.

"Online video will play an increasingly critical role in marketing in the years to come and Mixpo is extremely well positioned to be a leader in this emerging sector, especially in the local SMB marketplace," said Lanctot. "Perhaps more than any other medium, video provides a rich experience that can bring brands to life. I am looking forward to working with the Mixpo team to address the significant opportunities at-hand, as the company's VideoAd platform is unique to the marketplace and holds considerable promise."

A recipient of Advertising Age's "Media Maven" Award, MEDIAWEEK's "Media All-Star" award, and B2B Magazine's "Best Brightest Media Strategist" award, Lanctot was also named one of Media Magazine's "50 Most Influential People in Online Advertising" and MEDIAWEEK's "Top 50 Media Executives." Lanctot, who began his career with Deloitte Consulting, is a graduate of Washington State University.

### **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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