

Mixpo Partners with Leading Local Media Publishers to Drive Online Video Advertising Forward

New partnerships, include NBC Local Media, Tribune, Freedom Communications, TownNews.com, and Fisher Communications

SEATTLE – Jan. 28, 2009 – Mixpo (www.mixpo.com), an online video advertising technology company, today announced partnerships with five leading local media publishers: NBC Local Media, Tribune, Freedom Communications, TownNews.com, and Fisher Communications. The partnerships are designed to enable advertisers of all sizes to run actionable online video advertising campaigns and promote their businesses at a local level.

“Mixpo’s new partnerships – across the Newspaper, TV, and Radio media segments – represent the best locally focused media publishers in the industry. We share the conviction that it is at the local market level that customers want to engage, and where advertisers want to be present,” said Anupam Gupta, Mixpo president and CEO.

Under today’s agreements, each partner is integrating Mixpo’s VideoAd platform into their online advertising solutions. With the increased effectiveness of video advertising and seamless integration of the Mixpo technology, these local media publishers are able to leverage their existing assets, such as highly localized sales forces, targeted audience reach, and existing advertising clients, to better monetize their display ad inventory and generate increased revenue.

In more detail, Mixpo’s new local media publisher partners are:

- NBC Local Media is comprised of nine NBC-owned-and-operated television stations, NBC Everywhere, LX.TV, and Skycastle Entertainment. This network of sites covers the country’s largest cities, including New York, Chicago, Los Angeles, Philadelphia, Washington, Dallas/Fort Worth, the San Francisco Bay-area, San Diego, and Connecticut.
- TRIBUNE is America’s largest employee-owned media company, operating businesses in publishing, interactive, and broadcasting. In publishing, Tribune’s leading daily newspapers include the Los Angeles Times, Chicago Tribune, The Baltimore Sun, Sun Sentinel (South Florida), Orlando Sentinel, Hartford Courant, Morning Call, and Daily Press. The company’s broadcasting group operates 23 television stations, WGN America on national cable, Chicago’s WGN-AM, and the Chicago Cubs baseball team. Popular news and information websites complement Tribune’s print and broadcast

properties and extend the company's nationwide audience.

- Freedom Communications, headquartered in Irvine, Calif., is a national privately owned information and entertainment company of print publications, broadcast television stations, and interactive businesses. The company's portfolio includes 33 daily and 77 weekly newspapers, including The Orange County Register, magazines, and other specialty publications, plus news, information, and entertainment websites to complement its print and broadcast properties. Freedom's newspaper publications have a combined circulation of more than one million subscribers. The broadcast stations—five CBS, two ABC, and one CW network affiliates—reach more than 3.5 million households across the country.
- TownNews.com, majority owned by Lee Enterprises, is a premier publisher of daily and weekly online specialty publications. TownNews.com hosts more than 1500 online publications and offers a wide variety of products and services to U.S. Newspapers.
- Fisher Communications, Inc. is a Seattle-based communications company that owns or manages 13 full-power television stations, 7 low-power television stations, and 8 radio stations in the western United States including: KOMO TV – ABC in Seattle, KATU TV – ABC in Portland, Oregon, and KBAK TV – CBS in Bakersfield, California.

“We are focused on providing the best content for the local community and that includes offering a better way for advertisers to promote locally,” says Mort Greenberg, vice president of sales for NBC Local Media. “Video advertising is hot and Mixpo has a great technology for enabling us to serve our local market advertisers and audience.”

“As readership moves online, newspapers have a great opportunity to succeed and take their existing advertisers with them,” said Marc Wilson, general manager and CEO at TownNews.com. “We focus on technologies that help newspapers reinvent themselves and the Mixpo platform helps them do just that. We're extremely excited to be partnering with Mixpo and helping our newspapers achieve their higher sales potential.”

“Mixpo's online video advertising solution is helping us get better response rates for our advertisers. We are providing more value to our customers both through display and search advertisers,” said Mike Hodges, vice president of sales at Freedom Interactive. “Finally a solution for our advertisers that offers a call to action for their display ads!”

“Many of our partners are traditional, local media companies – across Newspaper, TV, Cable and Radio segments – that understand how online video advertising can help them transform their businesses online,” said Mixpo’s Gupta. “Our partners offer premium local content and a local sales presence that keeps them directly connected with local audiences and advertisers. Combining those significant assets with our online VideoAd platform helps them deliver very compelling local advertising solutions.”

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 locally promote their business. 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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