



Mixpo and NCC Partner to Extend Cable TV Ad Campaigns Online with Interactive Video Ads

Partnership extends to national and regional advertisers across all U.S. markets

NEW YORK and SEATTLE – Aug. 19, 2009 – Mixpo (www.mixpo.com), an online video advertising technology company delivering locally-targeted display ad solutions, and National Cable Communications (NCC) (www.spotcable.com), the leader in cable television advertising sales and marketing, today announced a partnership giving advertisers the ability to extend their existing TV commercials to the Web with highly measurable and locally targeted interactive video ad campaigns.

Different from expensive pre-roll video ads, Mixpo's video advertising platform leverages online display inventory, and adds interactivity and geo-targeting logic to any video creative to drive local response.

"Through Mixpo, national and regional TV advertisers can now run their existing TV ads in quality display inventory on cable operator ISP Web sites, and make them highly interactive on the Web," said Joe Grisafi, NCC's vice president of digital media and advanced advertising strategies. "NCC is always innovating to bring new digital platforms to our advertisers and the Mixpo solution is an example of that."

"Local advertising isn't only about small and medium sized businesses. It's also about national and regional brands driving local response," says Anupam Gupta, president and CEO of Mixpo. "NCC has the largest Spot Cable advertising sales force in the U.S. and now also represents one of the largest locally targeted online ad networks. It just makes perfect sense to bring together this cross-platform advertising solution to their national and regional clients."

NCC is jointly owned by three of the largest MSOs (Multi System Operators) – Comcast Cable, Cox Communications, and Time Warner Cable – and represents virtually every other MSO in the U.S. NCC's Spot Cable footprint reaches every single market in the country, and now NCC Online, representing the online Web sites of the cable operators, is ranked among the top 10 ad supported properties in the US, according to comScore, reaching more than 35 million broadband subscribers, and generating more than six billion page views per month.

ABOUT NCC

NCC is by far the largest and most authoritative cable advertising sales firm in the country. It is jointly owned by three of the nation's largest MSOs – Comcast Cable, Cox



Communications, and Time Warner Cable. Uniquely, NCC is the only company that represents every US market and reaches virtually every wired cable home. Whether advertisers want to reach the entire US, select regions, an individual market or even a portion of a market, NCC provides effective advertising and marketing solutions that only spot cable can deliver. For more on NCC, visit www.spotcable.com.

Spot cable advertisers interested in complementing their media plan through display video advertising on MSO-owned and operated sites, including comcast.net, roadrunner.com, and cox.net, can contact the NCC Advanced Advertising Strategies' team at: <http://www.spotcable.com/vod.html>.

About Mixpo

Mixpo is an online video advertising technology company on a mission to easily extend local TV advertising to the Web. Mixpo works with advertising agencies, marketers, and media companies, including Comcast Spotlight, NBC Local Media, and Tribune, to deliver response-driven, local video display advertising on the Web. To find out more about Mixpo, please visit us at www.mixpo.com.

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