



Mixpo Names Former Microsoft Senior Executive Bill Shaughnessy to Its Board

SEATTLE – July 13, 2008 – Mixpo (www.mixpo.com), an online video advertising technology company, today announced that it has appointed former Microsoft Sales and Marketing executive Bill Shaughnessy to its Board of Directors, effective immediately.



Shaughnessy served at Microsoft for the last 15 years in a number of critical strategic roles for the company, including his most recent senior position as Global Vice President of Sales, Marketing & Services, in the Advertiser and Publisher Solutions Group. In this role, he was charged with driving top line global advertising revenue, marketing, and customer satisfaction. Prior to this role, Shaughnessy was General Manager of Microsoft's Digital Advertising Solutions Business Group, responsible for

strategic and product planning, product management, global trade marketing, field enablement, and yield management.

Prior to joining Microsoft, Shaughnessy held various senior level product planning and marketing management positions in Silicon Valley firms and at Compaq Computer Corporation in Houston, Texas.

“We are privileged to add an industry expert and senior executive of Bill's depth and caliber to our Board. His experience of developing leaders, building organizations that scale, and delivering world-class online advertising solutions is unparalleled,” said Anupam Gupta, president and CEO of Mixpo. “Bill's operational expertise will be invaluable as we continue to build on Mixpo's position as a leader in the online video advertising space.”

“Rich video experiences will play an increasingly critical role for marketers, publishers, and agencies as it moves to the forefront of effective online advertising at the local level,” said Shaughnessy. “Mixpo is extremely well positioned to be the market leader in this emerging sector. I look forward to working with Anupam and the rest of the Mixpo team to deliver great customer solutions that further leverage the company's VideoAd platform.”

About Mixpo

Mixpo is an online video advertising technology company. The company's mission is to make video display advertising – a more effective display ad – accessible to local advertisers, large or small. The company's patent-pending platform finally eliminates the complexity of creating, delivering, and optimizing dynamic, geo-targeted VideoAds that fuel more effective display ad campaigns. Mixpo enables seamless integration of VideoAds into the online advertising solutions and workflows of local media publishers and agencies. These partners, including Comcast Spotlight, NBC Local Media, and



Tribune, can then quickly bring better value to their advertising clients and grow their businesses. To begin leveraging video display advertising, please visit us at <http://www.mixpo.com>.

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