

Jivox Adds Powerful New Features to Online Video Ad Service, Including Interactive Map-Based Geo-Targeting, QuickStart Ad Creator and Subscription Plans

Online video ad company makes it even easier to create, run and manage online ad campaigns

San Mateo, California - June 29, 2009 - Jivox, the online video advertising service that helps local businesses reach customers online, today announced a number of new features that make the popular online video advertising platform even easier to use, including map-based geo-targeting and QuickStart video ad creation templates. Jivox has also rolled out new subscription plans that make ongoing ad campaigns an affordable option for any sized business. These powerful new features reflect months of user feedback and were the most requested product enhancements by Jivox customers.

Key new features of the Jivox video advertising platform include:

Automated Map-Based Geo-Targeting:

Jivox now displays targeted cities on an interactive map and allows users to expand the targeted geography around a city by a 5, 10, 15 or 30-mile radius and save it for use in a future ad campaign. This feature is particularly appealing to local businesses with multiple locations because it automates the previously manual task of finding and selecting surrounding zip codes or cities.

QuickStart Ad Creator:

A new template-based approach enables users to create professional-looking online video ads in just a few minutes by simply completing a series of prompts for text and logos. Any ad created in the Jivox service can be saved as a QuickStart ad to be customized by other users, and unlike other template-based approaches which do not allow further changes to the ad, Jivox QuickStart ads can be further edited by using Jivox advanced video ad creation tools.

Jivox users with Master Account status, such as franchisees or co-op organizations, can create a QuickStart ad and publish it to users within their network to be completed. This provides organizations control over branding elements while allowing advertisers to customize an ad to fit their individual needs.

Subscription Plans:

In addition to campaigns with custom durations and spending levels, Jivox now offers a variety of plans and subscription levels to meet the needs of any sized business. Plans are designed around typical geographies, including local, metro, regional and national, and can be combined with subscription periods, including three, six and twelve months allowing advertisers to spend as little as \$300 per month or set custom spending levels based on their marketing needs.

Subscription plans help customers save money by providing built-in discounts for customers signing up for longer duration campaigns, and also enable customers to better manage their

marketing budgets by setting their monthly spending in advance.

“Jivox helps companies tap the power of video advertising to reach local customers by offering a complete, self-service online platform to create, place, and track high-impact video ads at an affordable price,” said Diaz Nesamoney, CEO of Jivox. “We’re constantly soliciting feedback and listening to our customers in an effort to improve our service level, and these new features make it even easier to create and launch online video ad campaigns that are visually appealing, micro-targeted and highly effective.”

About Jivox

Jivox helps local businesses reach customers with online video advertising. Jivox provides advertisers with an online, self-service tool to create high-impact video ads using stock footage, images, music or their existing video assets. Jivox ensures high-quality placement of customer ads through the Jivox Publisher Network, a locally focused network of premium publishers that includes over 800 local TV and radio stations, newspapers, weather and other specialty websites, and offers geographic ad targeting at the city level as well as demographic and contextual targeting. Jivox is a privately held company headquartered in San Mateo, Calif. For more information about Jivox, please visit www.jivox.com.