

Jivox and PixelFish Join Forces to Offer Custom Video Ads for Small Business Advertisers

Agreement pairs Jivox self-service video ad platform and publisher network with PixelFish professionally produced video ads to create the industry's first full-service online video advertising offering for small businesses.

Interactive Local Media: 2008, Santa Clara, California (PRWEB) November 20, 2008 – Jivox, the online video advertising service that helps small and medium-sized businesses reach local customers, today announced a strategic agreement with PixelFish, a leading provider of affordable and effective custom video ad solutions. As part of the agreement, Jivox will offer its advertisers professional video ad creation packages from PixelFish and PixelFish will offer its advertisers a co-branded version of the Jivox self-service Ad Platform and Publisher Network, the industry's only locally focused network of premium online publishers.

PixelFish's video ad platform allows local businesses to easily and quickly create effective custom video ads that include original footage captured by a global network of more than 2,500 professional videographers. And PixelFish's award-winning creative team generates innovative concepts that drive measurably higher response rates at a fraction of the cost of traditional agencies. As a result of this agreement, Jivox will offer PixelFish professional video ad creation services to allow its advertisers to easily and cost-effectively create more sophisticated online video advertisements.

"Jivox ads appear in many of the same web sites as high-profile, expensively produced video ads from the world's largest brands," said Diaz Nesamoney, founder and CEO of Jivox. "Our new relationship with PixelFish will help small businesses further increase their competitiveness against those bigger advertisers through professionally produced creative,"

"The PixelFish video ad platform helps level the playing field for small and medium-sized businesses by delivering affordable professional video ads while greatly reducing

the effort required by the advertiser,” said John McIntyre, founder and CEO of PixelFish. “Jivox shares our vision for creating highly effective video ad campaigns, and we’re confident that our partnership will unlock exciting new opportunities for businesses by providing unparalleled access to high-quality placement of top quality video ads.”

Jivox will offer video ad creation packages designed to meet the needs of small and medium-sized businesses and starting under \$1,000. The packages include:

- **Video Advertisement:** This option generates a 15-30 second publication-ready spot including pre-production planning, a professionally written script, onsite video shoot, professional voiceover, editing services, royalty free music and encoding of the video ad for internet streaming.
- **‘Footage Only’:** This option consists of publication-ready video footage only. It will not have any titles or end slate and is intended to serve customers who want to add their own titles, music, voiceover and end slate.
- **Business Profile:** This package is a longer-form, more documentary-style video business profile intended for distribution on local search and directory services and company homepages. This option provides a publication-ready spot and includes the pre-, post-production and field services.

About Jivox

Jivox helps small 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 hundreds of 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 based in San Mateo, Calif. For more information about Jivox, please visit www.jivox.com.

About PixelFish

PixelFish, Inc. is a technology-driven provider of award-winning video advertising solutions for small and medium-sized businesses (SMBs) and their advertising partners. The company has developed an innovative platform for quickly and easily creating and optimizing the most affordable and effective custom video ads. Its intuitive online applications enable a range of video solutions that meet the varying needs and budgets of SMBs, supported by its global network of more than 2,500 professional videographers. PixelFish is the leading provider of video ads for Google, Yellowbook and many other search, directory and ad network providers. Founded in 2006, PixelFish is a privately-held corporation headquartered in Torrance, California, with additional locations in New York and Hyderabad, India. To learn more about PixelFish, please visit www.pixelfish.com.

Contact:

Leyl Black
Marketing Alchemist
415-241-9921
leyl@marketingalchemist.com