

Jivox Launches Comprehensive Online Video Advertising Affiliate Program

Unique affiliate program provides online partners with multiple options for providing the Jivox online video advertising service to their small business clients

San Mateo, California - February 3, 2009 - Jivox, the online video advertising service that helps small and medium-sized businesses reach local customers, today announced a one-of-a-kind, comprehensive online video advertising affiliate program. The Jivox affiliate program provides online publishers and marketing agencies with a number of different options for offering online video advertising services to customers and advertisers.

The Jivox online affiliate program offers three tiers of participation:

- **Publisher partnership:** Online publishers make available a co-branded version of the Jivox online video ad service to their advertisers and market the Jivox service across their sites.
- **Agency partnership:** Advertising, marketing and creative services agencies offer online video advertising services to their clients and manage client relationships through a Jivox master account.
- **Referral partnership:** Publishers refer their advertisers and web site visitors to Jivox, where they can easily create, publish, and manage their own targeted video ads.

All Jivox affiliate partners will receive specific customer promotions and savings to drive Jivox registrations and sales targeting; highly effective business-building links, creative assets, and proven Best Practices to drive conversions; and a monthly newsletter with updates on promotions, best-converting links and more. In addition, publisher partners will receive a custom access page that is co-branded and hosted by Jivox, as well as a publisher portal that enables them to administer and manage advertiser campaigns internally.

“The Jivox affiliate program allows all our partners to participate in the fast-growing online video advertising category by providing three levels of integration into our online video platform,” said Jim Gustke, vice president of marketing and product management at Jivox. “The Jivox online video service is a modular platform that includes ad creation, online hosting and targeting, and access to the online publisher network, which allows our partners to offer all or some of its components. No matter how our partners choose to integrate, by signing up as a Jivox online affiliate, they can give their customers access to highly effective, locally targeted video advertising.”

Online video advertising is one of the fastest-growing forms of online marketing because it commands the highest engagement and ROI of almost any online advertising method. Video ads generate nearly twice the click-through as banner ads and engage customers in an entertaining brand experience. Jivox helps smaller companies tap the power of video advertising, offering a complete, self-service online platform to create, place, and track high-impact video ads at a cost-effective price.

For more information on how to join the Jivox affiliate program, visit www.jivox.com/affiliate.html.

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.