

CONTACT:

EyeWonder

Leah Gladu
EyeWonder, Inc.
678.891.1806
lgladu@eyewonder.com

Amanda Schroeder
EyeWonder, Inc.
678.891.6050
aschroeder@eyewonder.com

EyeWonder Partners with Brightcove to Facilitate Adoption and Scale of In-Stream Video Advertising

*EyeWonder integrates the Universal In-Stream Framework (UIF)
into Brightcove's online video platform to monetize video for publishers
and expand advertising opportunities for brand marketers*

ATLANTA—FEBRUARY 8, 2010—EyeWonder, Inc., an innovator in interactive digital advertising technologies and services, today announced it has partnered with Brightcove, a leading online video platform, to provide improved video monetization opportunities for Brightcove customers around the world and increased efficiencies and creative options for advertisers.

By incorporating the IAB VAST-compliant, open-source UIF into the Brightcove platform, organizations will be able to serve any EyeWonder in-stream video ads, including fully interactive linear and non-linear formats.

“With online video’s continued growth, it is mission-critical for publishers to dramatically improve in-stream advertising creative capabilities while also making the buying, delivery and reporting process much more efficient for clients and their operations,” said Michael Griffin, Executive Vice President of Marketing and Strategic Development. “EyeWonder’s partnership with Brightcove provides Brightcove customers with a turnkey solution to make all of this possible in a truly scalable standards-based way. At the end of the day, it’s about reducing purchase friction to increase momentum of media spend with the most attractive interactive ad inventory available.”

Used by more than 1,000 of the world’s largest news and entertainment media companies, enterprise organizations and businesses, the Brightcove platform offers an on-demand platform for professional publishers to power online video initiatives of any size and scope.

“We are excited to see EyeWonder’s UIF work in conjunction with the Brightcove platform,” said Chris Johnston, director of technology partnerships at Brightcove. “The integration with EyeWonder will provide our customers with even more ways to monetize their video content and will drive interactive advertising forward with effective and scalable ad opportunities.”

About EyeWonder, Inc.

EyeWonder, Inc. is the pioneering interactive digital advertising provider, extending the reach of online rich media and interactive video ads to digital device displays. Through its superior technology, products and services, EyeWonder empowers advertisers, advertising agencies and content publishers with the

ability to create, build, deliver, track and optimize interactive advertising campaigns proven to drive industry-leading results. Headquartered in Atlanta, Georgia, U.S., EyeWonder, Inc. has domestic offices in New York, Chicago, San Francisco, Dallas and Los Angeles. International offices are located in the United Kingdom, Ireland, the Netherlands, Germany, Spain, Italy, Sweden and Australia. For more information on the company's interactive digital advertising solutions or its global office network, please visit <http://www.eyewonder.com> or follow us on Twitter www.twitter.com/_ew.

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