



FOR IMMEDIATE RELEASE

## CONTACT:

### For EyeWonder:

Kathleen Zakrzewski or Scott Gleeson Blue  
Zero to Five  
Phone: 610.934.7563 or 610.934.7560  
Mobile: 215.939.5709 or 215.356.7423  
Email: [kathleen@0to5.com](mailto:kathleen@0to5.com) or [scott@0to5.com](mailto:scott@0to5.com)

## **EyeWonder Unveils SocialWonder™ Enabling Advertisers to Leverage the Power of Widgets and Social Networking Communities within Interactive Digital Advertisements**

*Company partners with leading widget distribution provider, Gigya, to enable the distribution of widgets within rich media and digital video advertising campaigns*

**ATLANTA – November 29, 2007** – EyeWonder, Inc., rich media and digital video advertising's fastest-growing innovator, today announced the launch of its SocialWonder™ product, an exclusive offering which will allow advertisers to access the power of widgets and social networking communities from within interactive digital advertisements. This offering is a result of the company's partnership with Gigya, a leading widget distribution network, and will allow advertisers to distribute widgets within rich media and digital video advertisements.

"As the bridge for online advertising's key stakeholders, we are constantly looked to by our customers and partners to deliver compelling and meaningful new products and technologies," said Michael Griffin, Executive Vice President, Marketing and Strategic Development for EyeWonder. "The SocialWonder offering will enable online advertisers to leverage the innovative power of widgets and social networking communities within rich media ads, creating a powerful distribution mechanism for spreading their brand messages in a cost effective manner."

SocialWonder gives the entertainment industry a powerful new tool for its advertising arsenal, in particular motion picture and television marketing, where reaching and engaging a very specific audience is a must. This niche targeting and affinity-group targeting ability is also in high demand from other types of marketers, including political candidates, advocacy groups and non-profit organizations running, cause-marketing, electoral advertising, fundraising and awareness campaigns. According to comScore, more than 87 million people, nearly half of all Internet users in the United States, are using widgets.

"Gigya's Wildfire tools make SocialWonder a really powerful product for EyeWonder advertisers, providing them with the ability not only to distribute their brand messages, but also to measure how people are interacting with them," said Ben Pashman, Vice President, Business Development for Gigya. "SocialWonder is a great example of how EyeWonder and Gigya are making emerging advertising technologies, like widgets, accessible to mainstream advertisers."

Gigya supports more than twenty of the leading community sites and blogs including MySpace, Friendster, Facebook and Blogger. Combined, this represents an audience of nearly a billion users – and growing.



**FOR IMMEDIATE RELEASE**

Cheil USA is among the first agencies to use EyeWonder's SocialWonder feature for Samsung's Juke campaign.

Perfect for brand endorsement and viral campaigns, SocialWonder is easily added to any EyeWonder-powered video or rich media ad campaign. With a couple of clicks, it allows users to post the digital ad content to virtually any of their social network profiles or blogs, spreading the advertiser's messages deeper into loyal audiences. For a demo of SocialWonder's capabilities in your own online profile, please visit [http://cdn.eyewonder.com/100125/adWdrDemos/1214995/1214995\\_88948\\_27765\\_Demo.html](http://cdn.eyewonder.com/100125/adWdrDemos/1214995/1214995_88948_27765_Demo.html).

**About EyeWonder, Inc.**

EyeWonder, Inc. is rich media and digital advertising's fastest-growing innovator, empowering brands and advertisers to leverage the industry's most comprehensive creative capabilities for online campaigns that are proven to deliver richer results. Headquartered in Atlanta, the company's pioneering technology enables advertisers and agencies to focus their time and energy on producing the strongest interactive ad campaigns that reach across more of today's top browsers and operating systems while eliminating inefficiencies that limit creativity and slow workflow processes. Moreover, EyeWonder delivers results. A 2006 Dynamic Logic study found that the EyeWonder-powered campaigns generate a 65 percent increase in aided brand awareness and a 34 percent increase in message association, and that EyeWonder leads all other top rich media providers in generating increased lift in three out of four core brand metrics.

EyeWonder services the world's top agencies and brands, and its rich media and video ad products are accepted by more than a thousand online publishers, including Yahoo!, AOL, and MSN. For more information on Richer Media and Richer Results, please visit <http://www.eyewonder.com>.

# # #