



BREAKTHROUGH TECHNOLOGY EMERGES MAKING ONLINE VIDEO INTERACTIVE IN REAL TIME

~ Ushering in New Age of Online Video That Maximizes Revenue Potential for
Advertisers, Web Publishers, and Private Users ~

June 18, 2008 - Phoenix, AZ - A new technology is emerging that will forever change the way web videos are viewed and edited. No longer will viewing online video be a passive experience!

Veeple, an interactive video media company, has created an innovative platform for web publishers, advertisers and individuals to easily add interactive and multi-dimensional content to their videos in real time. This revolutionary software allows anyone the ability to embed "VeeSpots" -- in-stream text, web page links, animations, and even thought bubbles -- to their videos creating the opportunity to monetize their online content through viewer and customer interactions. This not only provides individuals the ability to transform their viewing experience, but opens up a whole new way for advertisers to effectively deliver their message to the billions of people who are hooked on viewing and posting videos on the internet.

For advertisers and web publishers, Veeple is the revolutionary way to improve competitive position and increase revenue. Banner ads and pre-roll video are becoming increasingly ineffective and intrusive. Veeple gives the advertiser and web publisher a chance to engage consumers and capture their attention while they are in the midst of viewing a particular subject matter of interest to them. Advertisements then become relevant to a highly targeted consumer audience who chose to engage with an advertiser in an innovative and interactive manner.

Veeple goes one step further by offering advertisers and web publishers the contextual and behavioral analytics and video metrics necessary to show relevancy to advertisers. Through their analytics engine, including a patent pending brand/logo search technology, advertisers see who and where viewers come from and determine whether or not their ad is relevant and effective.

For video gurus -- people who enjoy sharing amateur videos on public and personal websites -- Veeple is a unique way to personalize content, stand out from the crowd, and earn revenue. With Veeple technology, the average person can partner with advertisers and offer placement of a web link or message into their personal video. Plus, Veeple's interactive "VeeSpots" add an incredibly fun new dimension to videos making stories much more compelling.

"It's an exciting time here at Veeple as everyday we are helping to create and mold new technology that is changing the landscape of video content as we know it on the Internet." said Scott Broomfield, Veeple's CEO and Co-Founder.

About Veeple:

Veeple was created in early 2007 by a group of bright and energetic software developers who determined that they were at the beginning of a new era in online media; an era where the traditional "passive" experience of online video viewing was no longer relevant. Veeple has developed a progressive technology that makes it a major player in the newly emerging video advertising space. The company's website, www.veeple.com, also offers a video "lab" where customers can contribute examples of this new technology being put to use.

For further information or to request an interview with the creators, please contact Marybeth Grass at (602)896-7643 or marybeth@orcacommunications.com or Wendy Roberts at (480)797-3357 or wendyroberts@orcacommunications.com