



For Immediate Release

Veeple in the News

Veeple Announces the Launch of Veeple Labs ***An Interactive Video Experiment for Video Gurus, Publishers and Advertisers***

Menlo Park, CA, April 2, 2008 - Veeple, a new leader in In-Stream, Interactive Video Advertising, announced today the launch of its interactive video laboratory, which is found at www.veeple.com.

"We designed Veeple labs for people to learn how to effectively engage with on-line video within a pure Web 2.0 environment," said Scott Broomfield, Veeple CEO and Co-Founder. Scott continued, "Our goal was to create an experience that was simple as possible and engaging for power video users that would allow them to better tell their personal stories. Another element of Veeple labs is for us to learn the who, what, where when and why of how people interact with video and to learn the best way for advertisers to engage with video in a non-intrusive fashion."

"Veeple labs demonstrates rich functionality, including links for learning, social networks, purchasing and brand creation and identification," said Craig Sproule, Veeple CTO and Co-Founder. Craig continued, "in addition to video interactivity, soon we plan to introduce comprehensive video analytics so video owners can better understand user's viewing habits."

Veeple will maintain the laboratory free of charge and plans to continue to improve the lab's functionality every few weeks; such as adding transparent VeeSpots, Image (Logos and Pictures) Uploading and Animated GIFS.

About Veeple

Veeple, Inc. is a new In-Stream, Interactive Video Ad Platform that transforms the way Web Publishers, Advertisers and Video Gurus monetize on-line video. Veeple's patent pending technology enables people to dynamically interact with in-stream video that is non-intrusive, engaging and relevant. Veeple's Ad Platform includes cool interactive "VeeSpots", comprehensive video analytics and dynamic in-stream ad/brand insertion capabilities. For more information, visit www.veeple.com

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