



For Immediate Release

Veeple in the News

Veeple Announces Advanced Video Analytics *Providing Comprehensive Contextual Intelligence for In-Stream Video*

Menlo Park, CA, April 22, 2008 - Veeple, a new leader in In-Stream, Interactive Video Advertising, announced today the release of its Advanced Video Analytics Platform, further extending its innovation in Web 2.0 video.

Veeple's video analytic capability includes traditional video metrics such as unique views, viewing time and keyword search. And, Veeple extends its video analytics by adding information as to when and where in the video people click on interactive links, provides geo-coding analytics so the geographic region of the user is known, and analyzes the best placement for interactive links. Further, the Veeple Analytics Platform also includes patent pending brand and logo search capability, which lets content owners and advertisers know what brands are in which videos. The platform is specifically designed to understand how people interact with video and to increase an advertiser's understanding of how best to present their brand in-stream, making Veeple's interactive video analytics the most advanced in the industry today.

"We are pleased to have added this functionality for the benefit of our growing community," said Scott Broomfield, Veeple CEO and Co-Founder. Scott continued, "The richness of our analytics is important for both our users and our partners. Although this is the first of our analytics, with more to come, I know our community will find that this capability will transform the way people interact with on-line video viewing and advertising. It will make the video experience more engaging and more relevant."

Veeple will add portions of its analytics to Veeple labs so the community of Video Gurus and early technology adopters can continue on their very fast learning curve.

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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