



For Immediate Release



Veeple in the News

Veeple and Soundflavor Announce Partnership

Strategic Partnership Links Interactive Music Video with Innovative Music Search

Menlo Park, CA, May 6, 2008 - Veeple, a new leader in In-Stream, Interactive Video Advertising, and Soundflavor, a leader in On-line Music Search, announced today the creation of a strategic partnership to bring together interactive music video with advanced on-line music search.

Every month, millions of people watch music videos on-line. Many of these videos have had over 25 millions views. However, until today there has been no easy way for a person viewing a music video to simply click on the video and purchase the song or a ringtone from the video. Soundflavor and Veeple have created a simple way for musicians to place interactive actions into their music videos and directly link to a purchase. Further, the in-stream interactions, what Veeple calls VeeSpots, also allow viewers to click to a musician's web site, iTunes, eBay, MySpace or Facebook.

"The people at Soundflavor are excited to have this cool, new functionality for our community, said Steve Skrzyniarz, Soundflavor's CEO and Founder. Steve continued, "This will let people click directly from a video to our site where they can purchase the song or a ringtone, or find music playlists that match user preferences."

"We hope this new capability will help bring together the community of musicians and their listeners in such a way that many more people will purchase the music they listen to on-line. To be able to go from a music video to music purchase is really cool," said Scott Broomfield, Veeple's CEO and Co-Founder.

About Soundflavor

Soundflavor, Inc. is a digital music company providing industry-leading music search and discovery products to both music professionals and consumers. The Company's recommendation technology is based on more than six years of advanced research, spanning hundreds of genres of music. Its Soundflavor Music Recommendation Engine powers the Company's Soundflavor DJ product and is available for licensing to enable consumer and commercial music companies to provide their customers with the ability to discover, sample, and purchase music more efficiently. Soundflavor is based in San Francisco. For more information, visit www.soundflavor.com

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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