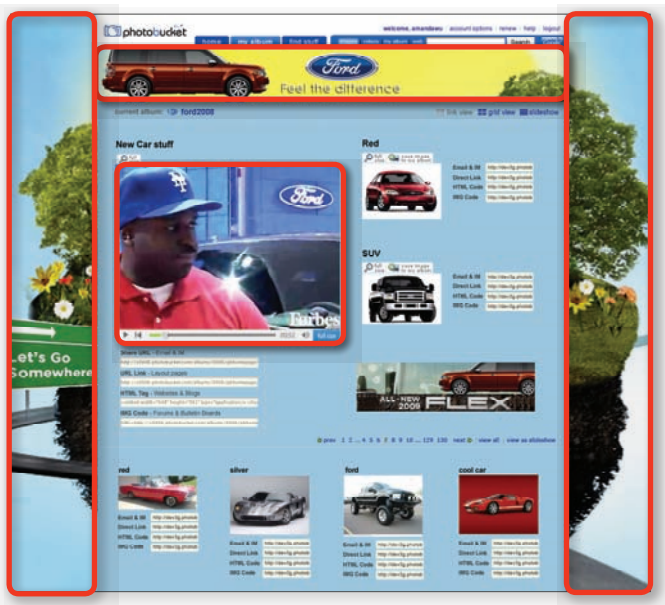


Custom Albums

Photobucket is the world's largest personal media site, where **millions of people** create, manage and share their digital lives.

For Photobucket's millions of users, viewing and sharing public album content is an incredibly popular activity on the site. In fact, 26 million searches are conducted daily within our phenomenal public repository of 5 billion images, photos and videos.

Advertisers can take advantage of this inherent user behavior by offering users access to sharable content in a branded custom album. Custom albums can display brand assets (photos, videos and images) and make them publicly accessible to our users, and to you, for viewing and sharing.



Photobucket Custom Albums can display your brand assets (photos, videos, and images) for viewing and sharing.

Benefits

- Integrate seamlessly into the user experience by allowing users to interact with branded content.
- Build a unique asset distribution campaign to broaden your brand's reach.
- Take advantage of the Photobucket audience's propensity for linking and sharing to distribute your brand across the Web.

Elements

- Top display and skin behind the album assets.
- Unlimited quantity of image, photo and video assets within the album.
- Built-in sharing and linking tools within the branded album.

Specifications

Contact Photobucket for details.

Audience

- 55% under age 34*
- 36% age 18-34*
- 50% female, 50% male*
- Photobucket users are 92% more likely than total online users to provide frequent advice about electronics**

To learn more, contact Bryce Emo, SVP of Monetization
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* Source: comScore Media Metrix, January 2008
 ** Source: Nielsen Online @Plan, Winter 2007-08
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