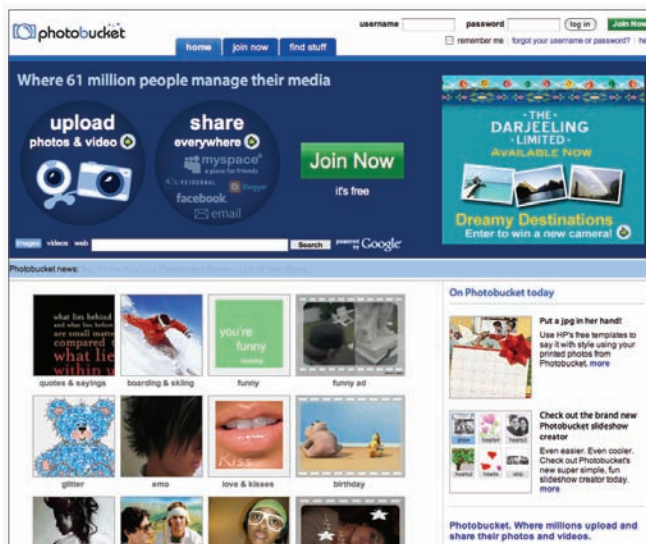


## Overview

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

Photobucket's users keep and manage all their photos, images and videos on the site; they create slideshows and share them by email and on other sites; they send viral photo and video messages; they browse our phenomenal public repository of 5 billion images, photos and videos to find the best user generated content; and they link their content across social networks, blogs, auctions, personal Web pages, instant messages and mobile devices.

Photobucket's users are creators, trendsetters and influencers. Photobucket offers high impact, targeted advertising and brand sponsorship to these people at the center of the social media space.



### Photobucket is the Media Hub of Choice

- Over 20 Million monthly uniques in the U.S. and over 39 Million worldwide.\*
- Top ranked site:\*
  - standalone #1 photo site in the world.
  - #1 in Entertainment Multimedia.
  - #2 among every Web domain, U.S.
- Growth purely driven by word-of-mouth.

### The Web's #1 Personal Media Hub

- 6-7 Million images, photos and video uploaded daily.\*\*
- Nearly 4 Billion media files served daily.\*\*
- More than 4 people that share photos online use Photobucket.\*

### Audience

- 55% under age 34\*
- age 30-34\*
- 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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\* comScore Media Metrix, January 2008  
 \*\* Internal Photobucket data  
 \*\*\* NewsOnline @Plan, Winter 2007-08