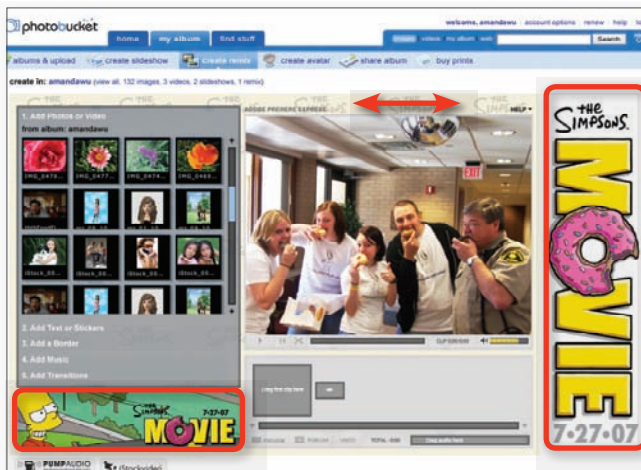


Custom Photo & Video Remix

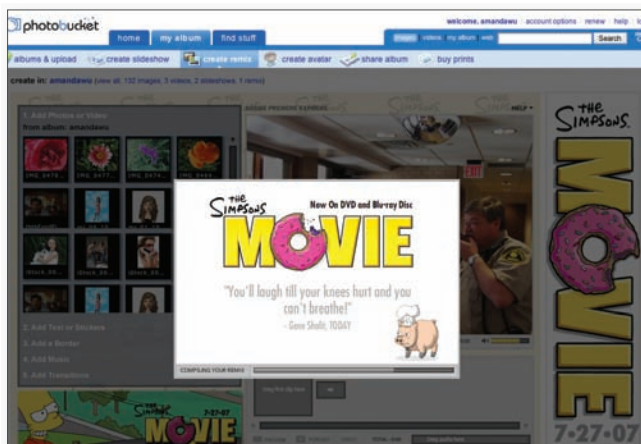
Photobucket is the world's largest personal media site, where millions of people create, manage and share their digital lives.

All Photobucket users have access to a unique photo and video editing tool on our site called Photobucket Remix. This state-of-the-art online editing tool allows users to mix together images, videos, text and music to create personalized videos. Remixes, like any online video, can then be shared or embedded on Web sites, blogs or online profiles for playback.

When users build and edit a Photobucket Remix, they enter an environment that is available for complete takeover branding, and includes a unique post-roll video opportunity during the Remix save/publish action.



Brand the entire Photobucket Remix service for a period of time, or just offer a branded media "bin" to all remix users.



A 30 second video advertisement can play while the user is waiting for a Remix to be saved.

Benefits

- Deliver branded messaging and images to an audience engaged in a creative, involved activity. The Remix tool has proved to garner immersive brand messaging exposure, as users spend an average of 13 minutes making a typical Remix.*
- Opportunity to capture 100% share-of-voice by 'owning' the Remix branding.
- Integrate your brand into the experience by providing custom assets that users can easily add to their Remixes.
- Rare video advertising opportunity!

Elements

- Videos, photos, transitions, music assets to all users in a branded media "bin".
- Branded ad units and backgrounds on all Remix spaces.
- Up to 30 second video advertisement – plays while user is waiting for a Remix to be saved. All Remixes must be saved before they can be shared or linked.

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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* Internal Photobucket data
 ** Source: comScore Media Metrix, January 2008
 *** Source: Nielsen Online @Plan, Winter 2007-08

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