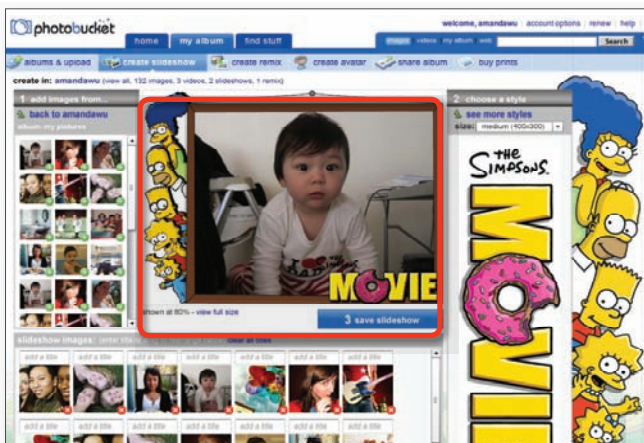


Custom Slideshows

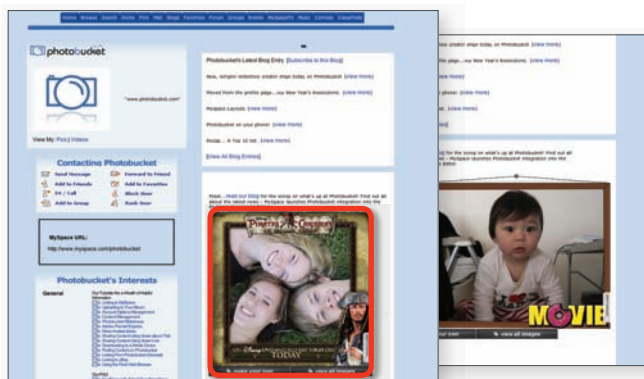
Photobucket is the world's largest personal media site, where millions of people create, manage and share their digital lives.

Photobucket pioneered the linking of slideshows and other media to online profiles, Web sites and blogs. Photobucket's Slideshow creator is a standard feature available to all Photobucket users, and allows users to enhance their own content with a myriad of seasonal decorations, overlays and advertiser sponsored content/imagery.

Custom slideshows offer a unique way for advertisers to take advantage of the inherently viral nature of Photobucket's audience behavior. Custom slideshows are shareable by email, IM or can be embedded onto a Web page, social network profile page or blog. On average, tens of thousands of slideshows are created and viewed by between 7-8 Million people every day.



Custom Slideshows are branded slideshow frames designed to reflect the advertisers theme, on a page that is also fully branded.



Embedded slideshows on user sites.

Benefits

- Integrate your branding and messaging directly into the user experience.
- Deliver your brand message during creative, engaging activity.
- Viral distribution of your brand as slideshows are linked and shared across the Web.

Elements

- Customized "skin" around every image in the slideshow.
- Customized static or animated border border around each image.
- Optional: Customized animated transition images in the slideshow during playback.

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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