

MIXERCAST FUNDING RELEASE

MixerCast Announces \$ 6 Million Series B Funding

San Mateo, Calif. — January 21, 2008 — MixerCast, the creator of the MCast™ Suite of social media marketing tools and services, today announced a \$6 million round of funding led by Intel Capital with participating investors ONSET Ventures and returning investor Velocity Interactive Group.

With its soon-to-be formally unveiled MCast™ Suite, MixerCast is breaking new ground in online marketing and advertising. The MCast™ Suite will offer content publishers and brand marketers tools to combine and package practically any type of media -- including video, music, rich text, interactive advertisements and even third party widgets from the likes of Clearspring, RockYou and Slide -- into a single embeddable application. Companies can then deploy their creations across all major social networks then easily track, manage, and re-configure them once they are in place.

"Widgets have become a powerful tool in the social networking space," said Gustavo Aray of Intel Capital. "MixerCast is creating a bridge between social media, brand advertisers and interactive agencies with their MCast Suite, which provides a powerful means to distribute and monetize content and interactive advertising throughout social networks. Our investment highlights our interest in this growing market segment."

Internet users are spending more time online and flocking to the social networks. According to research company eMarketer, advertisers are expected to spend \$1.56 billion on social networks in 2008, up 69 percent from \$920 million in 2007.

"We are thrilled to complete our Series B funding with such experienced and supportive investors," said Jennifer Cooper, CEO and co-founder of MixerCast. "The additional funding will provide us expanded capacity to extend the capabilities of our platform and support our customers and partners which include Entertainment Tonight/Paramount and CBS among others."

"We see an extraordinary potential in MixerCast," said Roland Van der Meer, of Velocity Interactive Group. "The social media revolution has created an acute need for MixerCast's services that bridges the advertising gap between brand marketers and social network audiences. The MCast™ platform is poised to become the de facto standard in the industry for innovative syndication and monetization of digital content and advertising for social networks."

"MixerCast has an opportunity to provide significant value to a broad spectrum of partners to extend their reach online and create deeper connections, by using interactive widgets and the MCast™ platform in uniquely creative ways," said ONSET General Partner, Raman Khanna. "Jennifer Cooper has put together an outstanding team distinguished by extensive experience and long-term relationships in this space."

About MixerCast

MixerCast, the creator of the MCast™ Suite of social media marketing tools and services, enables content publishers and advertisers to reach audiences across all social networks. These applications incorporate all elements of social media, including mashups, blogs, video, music, text, and animation that can be published on any social network. The MCast™ Suite combines a means of monetization with deep analytics and delivers syndication of content and applications distributed on the social web. Headquartered in San Mateo, California, MixerCast is funded by Intel Capital, ONSET Ventures and Velocity Interactive Group. For more information about MixerCast, please visit www.mixercast.com

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