



ETYPE VIDEO PARTNERS WITH ONLINE GAMES ADVERTISING NETWORK MOCHI MEDIA

Video Ad Company Inks Exclusive UK Deal With World's Largest Online Flash Game Advertising Network

LONDON — September 23, 2008 — Media Initiatives Group's newly independent online video advertising division, eType Video, has secured an ongoing contract to provide UK inventory to Mochi Media through its online [games advertising](#) network, MochiAds.

MochiAds is the world's largest and fastest-growing online [Flash games](#) advertising network, enabling advertisers to reach over 60 million highly engaged consumers each month. The ads are delivered dynamically into the gaming content as pre-game and inter-level advertisements, which are targeted to gamers as they are played across the Web. eType Video will help drive creative execution to deliver the most relevant message to Mochi Media's active gaming audience.

eType Video will provide Mochi Media with video ads in formats including pre-game, which shows as the game is loading, and inter-level advertisements which appear during natural breaks in game play.

"Mochi Media's business model demonstrates exactly how video ads can be used in a non-intrusive way to put content in front of engaged consumers," said Rob Gay, managing director at eType Video. "The [Flash games](#) in the MochiAds network offer wide appeal across gender and age groups and can reach people who would never normally consider themselves gamers, via viral campaigns and over social networks."

Unlike console games and downloadable casual games, [Web games](#) played through the browser reach an equal 50/50 male and female demographic, and span broad age groups.

"Our partnership with eType will enable advertisers throughout the United Kingdom to take advantage of the unique medium of [Web games](#). Through our

network of MochiAds games, they are able to reach gamers playing content created in partnership with thousands of developers,” said Jameson Hsu, CEO Mochi Media. “eType Video’s impressive portfolio of existing publishers, and more significantly their long-term experience in the online video space, is an exciting partnership for us.”

Mochi Media is a platform providing tools and services to game developers, advertisers and publishers. Through its flagship MochiAds network, the company provides game developers analytics, distribution, and monetization tools – while supplying advertisers with turn-key reach to over 60 million users a month. For Web site publishers, Mochi Media provides access to its catalogue of thousands of high-quality [Flash games](#), enabling them to better monetize and entertain their users.

About Mochi Media

Mochi Media is a platform dedicated to fueling the creativity of the gaming community through its products and services. The core product, MochiAds, is the largest online games advertising network for developers, advertisers and publishers. The network provides game developers with monetization, distribution and analytics while providing advertisers with turnkey opportunities to reach over 60 million gamers per month. The thousands of online games available in the game catalog provide publishers with engaging content to attract, entertain and retain their users. Mochi Media is headquartered in downtown San Francisco.

About eType

Owned by Media Initiatives Group, eType is the UK’s leading premium online ad platform, with over eight years of highly successful experience in managing publishers’ online sales. Trafficking more than 3.5 billion adverts per month and with a 15-strong sales and support team, eType is leading the way within the industry, holding advertising sales contracts with the most high profile online brands across all areas of the UK market, including hi5, Ministry of Sound, Videoegg, Endemol UK and National Rail Enquiries.

Since launching eType’s dedicated video division, the team has worked relentlessly to become the UK’s largest and most respected video ad specialists, developing unrivalled experience in selling non-traditional ad formats within the UK market. Today, eType Video holds the exclusive UK ad sales contract for video technology specialists, Videoegg, selling a range of innovative ad formats across

a number of the world's leading sites, including Bebo, hi5, and Facebook third party applications.

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