

[PRESS RELEASE]

MIG69 MAXIMIZES YOUR VIDEO AD REVENUE WITH INNOVATIVE AD SELECTOR TECHNOLOGY

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Video content management system MIG69 (<http://www.mig69.com>) introduces an innovative business model to maximize revenues for advertisements on online videos. Syndicating online video advertising networks and making use of a newly developed ad selection method enables MIG69 to maximize video advertising revenue for publishers.

MIG69 can now offer a wide range of advertisements, by linking several large online video advertising networks (e.g. Tremor Media, ScanScout and VideoStrip) each with their own target market and characteristics. Transparent to the viewer, this selection process uses predefined network profiles, user profiles, network target regions, CPM rates and advertisement types. The selection process is focused on maximizing ad revenue.

"With this unique selection method we can assure that our publishers can maximize the income from their video views," says Eric-Paul Scholten, CEO of the Minoto Interactive Media Group. He adds that publishers don't have to settle any longer for text advertisements with low CPM's simply because they do not have enough views to enter relationships with advertising networks.

Scholten continues: *"Our new method ensures that our partners and customers do not have to sign up with the advertising networks themselves; they don't even require an account. Via the MIG69 platform they are directly connected with the industry players, which normally would not be possible for a publisher with 100.000-250.000 views per month."*

Ad revenue no longer region bound

An advertising network mostly focuses on a specific target market and on video views from a specific region (e.g. America, Europe). As such, some video views are not suited to carry an advertisement from a particular network. In this case, MIG69 would select an advertisement from a different advertising network that is more suited for the video view. MIG69 is making sure all possible ad placement opportunities are capitalized, maximizing ad revenue for our partners and customers.

About Minoto Interactive Media Group

MIG69 is a product of the Minoto Interactive Media Group, which is focused on the growing demand for video content management systems and a way to monetize videos. With MIG69 users can upload, share, monitor and monetize their video content. MIG69 offers a high quality stream (H.264/1700kbit) and maximizes advertising revenue using a unique ad

selection system.

END OF PRESS RELEASE

MIG69 demo

To try a demo of MIG69 we have created a special demo account. You can visit <http://my.mig69.com> and log in with the username and password below:

Username: *partners*

Password: *preview*

MIG69 - Advertising (sample case)

To illustrate the ad selection method we created an advertising sample case which can be downloaded by clicking the following link:

http://www.mig69.com/docs/sample_case.pdf

MIG69 - Comparison Sheet

The Minoto Interactive Media Group has created a comparison sheet that compares the features of MIG69 with the features of some of its competitors. You can get hold of this comparison sheet by clicking the link below:

http://www.mig69.com/docs/comparison_sheet.pdf

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