



Dailymotion to Launch Full-Length Independent Feature Films

Dailymotion partners with IndiePix for Cinema Dailymotion

New York, NY – April 2, 2008 – Dailymotion, the world's largest independent video sharing site, today announced several initiatives expanding the site's independent film offerings. As yet another example of Dailymotion's commitment to provide the most entertaining content available, the popular website has launched Cinema Dailymotion, an online screening series where audiences are able to enjoy streaming feature-length films and documentaries. Dailymotion has also added a roster of new content partners representing the best in independent film to the site's growing list of professional content contributors.

Cinema Dailymotion, located at www.cinema.dailymotion.com, debuts with critically-acclaimed film, "Red Without Blue," from IndiePix's collection of award winning independent films. Red Without Blue is a groundbreaking portrayal of gender, identity, and the unwavering bond between twins and follows a pair of identical twins as one makes the transition from male to female. The film, distributed by IndiePix, has been widely lauded by critics, garnering Best Documentary awards at film festivals around the world.

"We are proud to be partnering with Dailymotion, whose independent spirit and industry leadership make them an ideal IndiePix partner," says Bob Alexander, CEO of IndiePix.

The new independent film content partners include Film Independent, a non-profit organization that champions independent film and supports a community of artists who embody diversity, innovation, and uniqueness of vision. Film Independent helps filmmakers make their movies, builds the audience for their projects, and works to diversify the film industry, in addition to producing the Spirit Awards and the Los Angeles Film Festival. Additional independent film partners who will be contributing content such as clips and trailers include IFC Films, Magnolia Pictures and Strand Releasing.

"Dailymotion has historically been very close to the independent film community, as evidenced by our highly successful Motionmaker program for our most creative users," said Danny Passman, Dailymotion's senior creative director. "We are proud to be seen as a valuable resource for these talented individuals as well as for the fans of cutting-edge film. We pledge to continue adding new content and features that will further enable Dailymotion to serve as their preferred destination for cinematic entertainment online."

"We are delighted to welcome IndiePix as a partner for our newly-formed Cinema Dailymotion program," added Joy Marcus, Dailymotion's General Manager, US. "This screening series will be a win for all involved – it will provide increased distribution for worthy films and quality content for our audience. It also offers a wonderful opportunity for brands to be associated with high-caliber entertainment as well as the audience it attracts."

About Dailymotion:

A top 30 website worldwide (source: Alexa), Dailymotion is the world's largest independent video entertainment website (source: Alexa; comScore, December 2007). Every day, over 15,000 new videos are uploaded into Dailymotion's global network of localized video entertainment sites, where the site's creative directors turn the user-generated and licensed content into high-quality entertainment for its 50-plus million monthly unique users. In February 2008, Dailymotion registered well over 800 million video views across its global network. The site's Motionmaker program is designed to identify and encourage the most creative users on Dailymotion. Using the most advanced technology for both users and content creators, Dailymotion provides high-quality video in a fast, easy-to-use Web site that also automatically filters infringing material. Dailymotion's mission is to provide the best possible entertainment experience for users and the best marketing opportunities for advertisers, while respecting content protection. For more information, please visit <http://www.dailymotion.com>.