



Dailymotion Launches DM Kids (www.dmkids.com) to Deliver the Best TV Shows, Cartoons, Music and Original Web Entertainment for Kids

DM Kids (<http://www.dmkids.com>) is designed for easy navigation and viewing in a child-safe environment for children 3 to 12 years old

Includes Videos from top kids entertainment brands such as Warner Bros., Nickelodeon, Universal Music Group, Hulu, ON Networks, Next New Networks

Ghost Town Web series to be shown exclusively on DM Kids

New York, NY – February 17, 2009 – Dailymotion, one of the world's largest video entertainment sites, today announced the launch of DM Kids. Operating as a standalone, child-safe website, DM Kids launches with an initial offer of hundreds of premium videos including cartoons, TV shows, music videos and original Web video series. DM Kids is divided into two programmed playlists – one for kids ages 3-6 and the other section for kids ages 7-12 – so kids can just sit back and watch videos programmed for their age group.

For the younger crowd, DM Kids offers shows like Peanuts from Warner Bros. and SpongeBob SquarePants, iCarly, Avatar, The Last Airbender, Invader Zim, Naked Brothers Band and more from Nickelodeon. Older kids will find some of their favorite music videos from Universal Music Group as well extreme sports, nature and educational videos and vintage cartoon series from Hulu like Speed Racer and Fat Albert. Other web series include Dragonfruit Studios' Spook House Dave! and Funny Face from FitzRoy Media and Renegade Animation. DM Kids provides kids with a clean, simple and fun interface so that even the youngest viewers can easily find their favorite Web videos and discover new ones.

DM Kids will also be building a library of original Web video entertainment for kids. The first original Web series launching on DM Kids will be Ghost Town, from Sunny Boy Entertainment. Ghost Town is the story of two teenage ghost hunters who track down legendary ghosts.

"We are delighted to be able to provide a younger audience with some of the best video available online, all in one safe, easy to use place." commented Joy Marcus, Dailymotion's general manager, US. "We are fortunate to have been able to partner with the best in the business in creating this experience for our users."

About Dailymotion

A top 60 website worldwide, Dailymotion attracts over 41,9 million unique monthly viewers worldwide (source: comScore, December 2008). Every day, over 15,000 new videos are uploaded into Dailymotion's global network of 18 localized video entertainment sites. In December 2008, Dailymotion delivered over 922 million videos to users including curated content from premium and Motionmaker creative contributors. Using the most advanced technology for both users and content creators, Dailymotion provides high-quality and HD video in a fast, easy-to-use website that also automatically filters infringing material notified by content owners. 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 www.dailymotion.com.

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