



Dailymotion Expands DIY Web Video Category with Howcast Partnership

Agreement brings library of high quality how-to video clips to world's largest independent video sharing site

New York, NY – October 14, 2008 -- Dailymotion, the world's largest independent video sharing site, today announced an agreement that will bring Howcast's collection of high quality, engaging how-to videos to the global entertainment website. The deal expands Dailymotion's growing collection of do-it-yourself videos, which combines licensed DIY content with some of the most popular DIY content from individual creative contributors.

Following Dailymotion's curated approach to content, videos from Howcast will be programmed alongside other premium licensed and Motionmaker creative content into channels representing the interest areas of the range of subjects from Howcast's collection of useful how-to videos including Sex & Dating, Home & Family, Health & Beauty, Food & Drink as well as topical "Hot How-To's." With this partnership, Dailymotion is reinforcing its commitment to delivering the highest-quality online video entertainment experience, with premium-level programming and superior video streaming and viewing technology.

"Partnering with Dailymotion helps Howcast show even more consumers engaging, useful how-to videos wherever, whenever they need to learn how to do something," said Jason Liebman, CEO and co-founder of Howcast. "We're particularly excited about introducing Howcast to Dailymotion's broad worldwide audience."

"Howcast's high-quality instructional content integrates perfectly with Dailymotion's unique blend of premium licensed and creative user-generated content," stated Dailymotion Chairman and CEO Mark Zaleski. "We're confident that our audience will be delighted with the addition of these engaging, informative, and free how-to videos on our site."

About Dailymotion

A top 50 website worldwide, Dailymotion is the world's largest independent video entertainment website and the second largest video website overall (source: comScore, June 2008). Every day, over 15,000 new videos are uploaded into Dailymotion's global network of localized video entertainment sites. In June 2008, 38.8 million unique users streamed over 855 million videos including curated content from premium and Motionmaker creative contributors (source: comScore, June 2008). 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. 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>.

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