



Dailymotion's Exclusive Launch of "The Hunt for Gollum" Gets over 1 Million Views in a Week

Lord of the Rings fan film attracts large numbers of fantasy genre fans for exclusive world premiere

New York, NY – May 26, 2009 – Dailymotion, one of the world's largest video entertainment web sites, today announced that "The Hunt for Gollum," a 40-minute film made by 100 fans of the Tolkien trilogy "The Lord of the Rings," was streamed from the site over 1 million times during its week long exclusive premiere on Dailymotion. The culmination of a two-year project by fans and volunteers, the film debuted simultaneously on Dailymotion and at SCI-FI LONDON, the 8th Annual London International Festival of Science Fiction and Fantastic Film, and was available online exclusively from Dailymotion for one week.

The forty-minute film, conceived, created and funded by fans, was inspired by notes in the appendices from "The Lord of the Rings" books. It follows Aragorn as he sets out to find the creature Gollum and discover the truth about the Ring. The film was written and directed by "Lord of the Rings" fan Chris Bouchard, who gathered a small cast and crew for the project in 2007. Over the past two years the project gained momentum attracting more filmmakers, volunteers and supporters, forming a global team of over a 100 volunteers.

"'The Hunt for Gollum' takes the 'fan film' genre to a new level of quality," Joy Marcus, General Manager, Dailymotion US. "We are proud to have been the exclusive launch partner for this great piece of independent work and to share it with Dailymotion's audience in the US, as well as in Europe."

"The Hunt for Gollum" is still available to view at www.Dailymotion.com/HuntforGollum. This fully-skinned Dailymotion profile page also features interviews with the actors and production team and "behind the scenes" content about the project.

About Dailymotion

A top 50 website worldwide, Dailymotion Network attracts 59 million unique monthly visitors worldwide (source: comScore, April 2009). Every day, over 15,000 new videos are uploaded into Dailymotion's global network of 18 localized video entertainment sites. In March 2009, Dailymotion delivered over 975 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.