



## Dailymotion and JibJab Media Partner for Digital Content Distribution

*Agreement expands global reach for comedy network's popular viral videos and original productions*

*JibJab's renowned political satires to be featured within Dailymotion's newly-launched "Politics Schmolitics" group programming*

**New York, NY – February 4, 2008** – Dailymotion, the world's largest independent video entertainment website (source: comScore, December 2007), and JibJab, the Internet comedy pioneers behind more viral video hits than any other independent or traditional entertainment studio, today announced a partnership that is bringing JibJab's hit viral videos to Dailymotion's viewers worldwide.

JibJab's media and political satires and other innovative comedy videos will be programmed by Dailymotion's creative managers to appear in the video site's channels including Funny, News and Politics & Society.

Dailymotion will also feature JibJab videos within the site's "Politics Schmolitics" group, which can be found at <http://www.dailymotion.com/group/politicsschmolitics>. This newly-launched group has been created to enable viewers to more easily discover, view and share comedic and entertaining political and US election-related content from professional contributors and MotionMakers. This unique programming strategy also contributes to higher visibility for both licensed and user-generated content. Selections from "Politics Schmolitics" programming include:

- Barely Political: Obama Girl and the Barely Political team make politics sexy with their original music videos
- Cathode Man: Emmy Award-winning writer/performer David Felman's daily satirical productions covering politics and current events
- Political Lunch: A fun and informative political newscast that broadcasts live everyday at noon (EST)
- Why Tuesday?: Correspondent Jacob Soberoff's entertaining quest to increase voter participation and promote reforms in the U.S. election process

"We have made a concerted effort to broaden JibJab's distribution footprint and to push JibJab content wherever users want it," said co-founder Gregg Spiridellis. "Dailymotion has a huge, highly engaged audience across the globe and we're thrilled to be partnering with them."

"Dailymotion is proud that JibJab has selected our platform based on our vast audience and superior viewing technology," commented Mark Zaleski, Dailymotion chairman and CEO. "As JibJab is recognized for producing some of the best and most original comedy content imaginable, we are equally proud that we can bring their trailblazing videos to our viewers around the world."

### About Dailymotion

A top 40 website worldwide (source: Alexa, December 2007), 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 40+ million monthly unique users. In December 2007, Dailymotion registered 667 million video views across its global network. Using the most advanced technology for both users and

# Dailymotion

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>.

## **About JibJab Media**

JibJab is an LA-based digital media studio that creates, produces and distributes original, comedic programming. In 2004, the company achieved international fame with an animated political parody entitled "This Land". Since then, it has premiered eleven videos on The Tonight Show with Jay Leno, formed distribution partnerships with Yahoo! and MSN, and secured branded entertainment sponsors including Pepsi, Anheuser-Busch and Verizon Wireless. For more information go to <http://www.jibjab.com/about>.