



## **Dailymotion Features Exclusive Debut of My Damn Channel's Bedtime Stories**

*Dailymotion to offer full lineup of content from My Damn Channel*

**New York, NY – March 11, 2008** – Dailymotion, the world's largest independent video sharing site, and My Damn Channel, the entertainment studio and new media platform, today announced a partnership that will bring My Damn Channel's original, professionally-produced episodic video content to Dailymotion's audience of over 49 million users worldwide.

Beginning Tuesday, March 11, 2008, Dailymotion will host an exclusive premiere episode of My Damn Channel's newest web series, "Bedtime Stories." Written and co-directed by Steve Kerper, whose previous work includes infamous sketches such as "Raging Bullwinkle" for HBO's "Hardcore TV," each episode of "Bedtime Stories" will offer a provocative retelling of a traditional children's story. The show stars web video cult personality and one-time pole vault medalist Grace Helbig and features illustrations by Asterisk (Saturday Night Live's "TV Funhouse").

In addition to the exclusive "Bedtime Stories" premiere, Dailymotion will now feature My Damn Channel's original comedy and music videos including "Horrible People," a soap opera with an evil, comedic twist written and directed by A. D. Miles ("Wet Hot American Summer"); "Cookin' with Coolio," a production of Dead Crow Pictures featuring hip-hop star Coolio creating his favorite "funkalicious" dishes and "Wainy Days," an hilarious, fictionalized account of comedian David Wain's ("The State," "Reno 911") search for romance. My Damn Channel artists also include Harry Shearer, Andy Milonakis, Big Fat Brain ("You Suck at Photoshop") and Don Was.

Content from My Damn Channel will be programmed by Dailymotion's creative managers into the site's channels alongside licensed videos from Dailymotion's Official users as well as original videos from the Motionmaker program. This curatorial strategy enables Dailymotion to deliver the highest-quality viewing experience by providing content in a manner that is user-friendly and easy-to-navigate.

"We're excited to partner with My Damn Channel, a company that shares our dedication to bringing the freshest and most creative entertainment to the largest audience possible," said Danny Passman, Dailymotion's senior creative director. "We are also elated that they have chosen our site for the premiere of 'Bedtime Stories,' and are confident that our high-quality viewing experience and global audience makes Dailymotion the perfect platform for this debut."

"Dailymotion adds massive global reach and effective promotion for our talent and our original videos," said Rob Barnett, Founder & CEO of My Damn Channel. "We found solid partners at Dailymotion to help fuel our mission to rewrite old media rules by allowing major artists to reach tens of millions of fans without any corporate interference."

### **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 January 2008, Dailymotion registered approximately 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>.

Dailymotion



## **About My Damn Channel**

My Damn Channel is an entertainment studio and new media platform created to empower filmmakers, actors, comedians and musicians to co-produce, distribute and monetize original, episodic video content. Programming is created for the My Damn Channel site (<http://www.MyDamnChannel.com/>) and for distribution on today's most heavily- trafficked online communities and social networks including YouTube ([www.YouTube.com/MyDamnChannel](http://www.YouTube.com/MyDamnChannel)), MySpace, Dailymotion, and others. My Damn Channel gives its artists creative control and produces a diverse array of programming from talent including Harry Shearer, Andy Milonakis, David Wain, Don Was, Coolio, A.D. Miles, Steve Kerper and Big Fat Brain ("You Suck at Photoshop"). My Damn Channel is supported by an advertising revenue model, and by licensing the studio's entire portfolio of content across all forms of digital distribution, including online, mobile, VOD and DVD.