



DAILYMOTION AND WARNER BROS. TELEVISION GROUP BRING “jPod” TO LIFE ON THE WEB

Series Available for Streaming Exclusively at Dailymotion and TheWB.com

Dailymotion Also to Launch Multiple Advertiser-Supported, Warner Bros.-Branded Channels Featuring Full-Length Episodes of Series from the Studio’s Vast Collection of Hit Television Programs and Original Digital Productions

NEW YORK, NY and BURBANK, Calif. (October 7, 2008) – Dailymotion, the world’s largest independent video entertainment website, and the Warner Bros. Television Group (WBTVG) today announced a content distribution agreement to bring all 13 episodes of the Canadian cult-hit television series “jPod” to Dailymotion.

Beginning September 25, “jPod” will be available to Dailymotion users for free streaming at <http://www.dailymotion.com/group/jpod>, with all 13 episodes posted at launch. “jPod” can also be seen at TheWB.com (www.thewb.com), WBTVG’s new premium, ad-supported, video-on-demand, interactive and personalized network.

Based on author Douglas Coupland’s cult bestseller of the same name, “jPod” is a one-hour drama series (13 episodes) which aired originally on Canada’s CBC Television. With amusing twists and turns, the show chronicled the often amoral, lighthearted and even shocking lives of Ethan Jarlewski (David W. Kopp – “Psych,” “Blade: The Series”) and his four coworkers bureaucratically marooned in the bowels of a massive video game company, as well as Ethan’s parents, Jim (Alan Thicke – “Growing Pains”) and Carol (Sherry Miller – “Queer as Folk”).

“Dailymotion is committed to bringing the most creative, edgy and entertaining content to our audience,” commented Joy Marcus, Dailymotion’s general manager, US. “‘jPod’ is exactly the type of series our viewers are sure to love, and with our massive reach, the show will receive more exposure than it ever could if it was only available on Canadian TV.”

“This deal with Dailymotion for ‘jPod’ and our branded channels is a continuation of our digital distribution syndication strategy to give users the chance to engage with our content at their convenience, wherever and whenever they choose and to make our reach as broad and accessible as possible online,” said Brent Poer, General Manager, TheWB.com

“jPod” stars David W. Kopp, Emilie Ullerup, Steph Song, Ben Ayres, Torrance Coombs, Sherry Miller and Alan Thicke. Produced by No Equal Entertainment, “jPod” is created by Douglas Coupland and Michael MacLennan. Larry Sugar, Douglas Coupland and J.B. Sugar are executive producers.

In addition to the distribution deal for “jPod,” Dailymotion and WBTVG are also announcing the launch of a number of advertiser-supported Warner Bros.-branded channels on Dailymotion featuring full-length episodes of series from the Studio’s vast collection of hit television programs, as well as original digital productions. The Warner-branded content on Dailymotion will include a rotating selection of videos on the following branded channels: TheWB, Classic WB TV and WB Sci Fi Fix.

- TheWB: This channel boasts episodes from landmark series including “The Ben Stiller Show,” “Everwood,” “Friends,” “Gilmore Girls,” “Jack & Bobby,” “MADtv,” “The O.C.,” “Martin,” “One Tree Hill,” “Smallville” and “Veronica Mars.”
- Classic WB TV: This channel will include episodes of classic favorites such as “The Adventures of Brisco County, Jr.,” “CHiPs,” “Eight Is Enough,” “Falcon Crest,” “The George Carlin Show,” “Gilligan’s Island,” “Growing Pains,” “Hangin’ With Mr. Cooper,” “Head of the Class,” “Lois and

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Clark: The New Adventures of Superman,” “Mama’s Family,” “Perfect Strangers,” “Scarecrow and Mrs. King,” “Sisters,” “Spenser: For Hire,” “Welcome Back, Kotter” and “Wonder Woman”

- WB Sci-Fi Fix: This channel will feature complete episodes from the Studio’s science fiction titles such as “Animatrix,” “Babylon 5,” “Blade: The Series,” “The Flash,” “Max Headroom,” “Prey” and “V: The Series.”
- Dailymotion will also feature selected original series made exclusively for the broadband and wireless space, as well as acquired series, including “Sorority Forever,” “Downers Grove,” “Chadam,” “Rich Girl, Poor Girl,” “High Drama: Against All Oz,” “Exposed,” “Lock Down,” “Joni & Susanna,” “A Boy Wearing Makeup,” “Whatever Hollywood,” “Blue Water High,” “Dangerous,” “Gramercy Park,” “Pink” and the aforementioned “jPod.”

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> <<http://www.dailymotion.com/>> .

About Warner Bros. Television Group

The Warner Bros. Television Group oversees the entire portfolio of Warner Bros. television businesses, including worldwide production, traditional and digital distribution and broadcasting. WBTVG is committed to creating, producing and distributing content across all traditional, emerging digital and future platforms in the evolving entertainment and media landscape. In the traditional television arena, WBTVG produces primetime, first-run, cable and animation series which are distributed worldwide. WBTVG is also an innovative leader in developing new business models for the evolving digital television marketplace, including ad-supported video-on-demand as well as broadband and wireless destinations featuring original content produced by WBTVG.

The Group provides unmatched digital media sales opportunities tailored to clients seeking multiplatform campaigns across broadcast, cable, broadband and wireless outlets. Warner Bros. Entertainment is also a partner with CBS in The CW Television Network.

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