



Dailymotion Launches Dailymotion Canada

World's Largest Independent Video Sharing Site Extends Reach in the North American Market

New York, NY – September 24, 2008 – Dailymotion, world's largest independent video sharing site, today announced the launch of its new localized Canadian site, located at www.dailymotion.com/ca-fr or www.dailymotion.com/ca-en. Dailymotion's Canadian launch will further extend the site's reach in a key North American market. Building on several key international launches this year, the expansion also brings the number of international editorialized homepages to sixteen.

The Canadian version of Dailymotion will deliver the highest-quality online video entertainment experience, with premium-level programming and superior video streaming and viewing technology, in both official national languages – English and French Canadian. As with Dailymotion's other localized sites, the Canadian homepage will be programmed by dedicated creative managers in order to specifically promote the content that is most relevant to local viewers. Additionally, the site will include a series of new features that will help users find what they are looking while also enabling them to connect and interact with Dailymotion's international community.

The new localized site will follow the unique content strategy featured by Dailymotion sites worldwide, whereby licensed content, creative contributions from the Motionmaker program and UGC are programmed together in channels that reflect viewers' interest areas. This highly-curated approach provides the best entertainment experience to viewers

"Dailymotion's new site builds on our already strong market position in Canada. We are delighted to begin providing our neighbors to the north with an even stronger, localized offering," commented Joy Marcus, Dailymotion's general manager, US. "While some of these viewers may already have visited our US or French sites, we're confident they'll find the greater emphasis on locally relevant content contributes to a better experience overall."

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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