



Contact: Marianne Sabella Dempsey
508-435-2020
marianne@sabellacomm.com

Karen O'Neil
508-404-8817
oneilkaren@gmail.com

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FLIMP MEDIA INTRODUCES ONLINE LEARNING SYSTEM TO GLOBAL WORKFORCE

Employee Video Communication Campaign Designed to Increase Engagement and Analytics

HOPKINTON, MA (October 12, 2009) -- Flimp Media announced the addition of Citrix Systems, Inc. to its portfolio of clients who have embraced the **f**lash **i**nteractive **m**arketing **p**latform for internal communication. The Citrix Human Resources team created a series of interactive, integrated video campaigns to introduce a new Learning Management System, called MyLearning, to the roughly 5,000 employees in 34 countries worldwide. Flimp enabled Citrix to distribute a personal message from senior management that netted an average employee viewing time of 4.1 minutes and a 65% click-through rate on response links integrated into the MyLearning flimps.

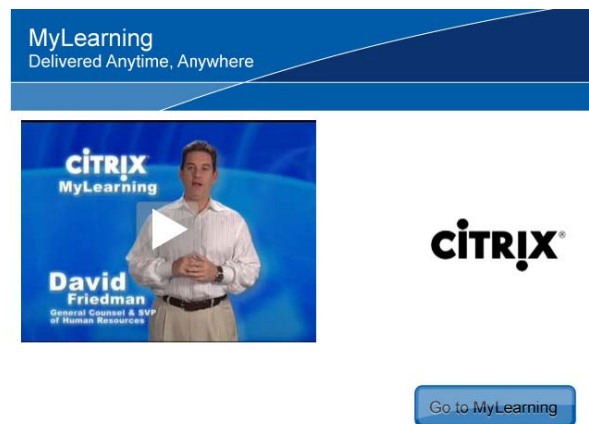
“The audiovisual content grabbed our employees’ attention in a way that a poster or standard presentation can’t,” said Jonathan Gibbs, training manager, Learning and Performance Solutions at Citrix Systems, Inc. “And the tracking features gave us insight into each Flimp’s performance so it wasn’t just a ‘spray and pray’ program.”

In addition to the interactive content, Flimp Media was able to tailor the flimps for Citrix System’s Pacific employees, transcribing videos with both Chinese and Japanese subtitles. Flimp Media extensively pre-tested the flimps to ensure they would work on different internal server structures and could be easily deployed by local Citrix IT staff in each geographic region.

“We understood Citrix Systems’ desire to quickly deploy an entertaining, effective rich media campaign to engage their employees and further organizational learning worldwide,” said Wayne Wall, CEO of Flimp Media. “We’re thrilled that a technology leader like Citrix chose the Flimp platform to achieve their program goals.”

Wall describes the application of Flimp's video landing pages for internal communication, sales tools, email and search marketing as a new class of interactive marketing called "intelligent digital collateral." Since its first release in early 2008, over 120 companies and organizations have used Flimp and the Flimp platform has been integrated with more than 30 email marketing service providers including Constant Contact, ExactTarget, Delivra, Eloqua and YesMail. The platform is also integrated with the Amazon web service cloud providing global video content delivery. Flimp products are offered as a subscription service.

To view the Citrix flimp, and other case studies, visit www.flimp.net



About Flimp Media, Inc.,

Flimp Media is a pioneer in the development of cutting edge rich media marketing and analytics technology and solutions for online direct marketing, communications and sales. Flimp, which stands for Flash Interactive Marketing Platform, enables non-technical users to quickly create, edit, distribute, track and report video landing pages and video communications without any programming or IT resources. Flimp Media also offers clients globally scalable, low cost content delivery and streaming media solutions powered from the Amazon cloudfront. For more information visit www.flimp.net.