



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

FOR IMMEDIATE RELEASE

**VIDEO PRODUCTION PARTNERSHIP FORMED TO OFFER MARKETERS
LOWER COST DIRECT RESPONSE VIDEO AND CREATIVE SERVICES**

*Partnership Meets Exploding Demand for Online Direct Marketing Video Content for
Email Marketing, Landing Pages, Websites and Digital Sales Collateral*

HOPKINTON, MA (December 29, 2009) -- Flimp Media (www.flimp.net), a developer of innovative rich media solutions for direct marketing, announced today partnerships with StudioNow, the premier online video production platform, and AgencyDivision, a creative services company recently launched by Simon Foster, the former head of creative and integrated production of Spotranner. The troika will provide marketers high-quality direct response video content faster and at lower costs than traditional agencies.

Flimp customers create searchable video landing pages using Flash for video email marketing, video-search marketing, social media marketing and websites. As video marketing increases in popularity, demand has skyrocketed for professional yet cost-effective video to maximize engagement.

Flimp CEO Wayne Wall has brought together a global video production network and experienced creative services solution to complement Flimp's best-in-class video marketing and analytics technology. "With these relationships in place," Wall said, "we can provide low cost, turn-key video marketing and communications content solutions for lead generation, fundraising, event marketing, corporate education and employee benefits that complement our technology platform."

StudioNow is the premier online platform for video creation and distribution, aggregating thousands of editors and videographers to provide professional, 24/7 on-demand video content at affordable prices to businesses of all sizes across all markets. Under the leadership of CEO David Mason, StudioNow has become a powerhouse in

video creation and distribution using a high-volume, web-based marketplace of videographers and editors that complete video projects for hundreds of dollars rather than thousands of dollars.

Simon Foster, Spotranner's former head of creative and integrated production, will manage and direct Flimp Media's creative development process through AgencyDivision, Foster's new virtual creative agency. Foster and AgencyDivision have assembled a top-flight network of creative directors, marketing strategists, art directors, copywriters, editors and motion graphic artists. Through the partnerships with StudioNow and AgencyDivision, Flimp Media clients anywhere in the world can quickly and efficiently produce customized video content for online direct marketing and advertising.

"Video email marketing has clearly become a high-growth opportunity. Flimp's technology is unlike anything else on the market and they're perfectly positioned to continue leading this exciting area for years to come," said Simon Foster. "Wayne Wall is one of the industry's defining thought-leaders and I'm delighted to partner with him."

Flimp is a subscription-based online technology solution for direct marketers that provides real-time tracking, reporting and measurement of video viewer engagement, response and social media distribution activity. Flimp on-demand landing pages are created using Flash instead of HTML and require no programming or IT support. Flimps can be distributed to target audiences using integrated email service providers, social media web links or paid search. They can also be embedded into HTML web pages.

"Online marketers are recognizing the power of combining engaging video content with conversion landing pages for email, search and social media marketing," said Flimp CEO Wall. "By partnering with Simon Foster and StudioNow we now have a sophisticated production solution anywhere in North America or Europe. So our customers can combine effective, low-cost video marketing content with the most advanced video marketing and analytics technology available."

Foster joined Spotranner as head of creative and broadcast production when the company acquired GlobeShooter, the Los Angeles-based production company Foster founded with a national network of short-form filmmakers. Prior to GlobeShooter, Foster was a freelance television commercial producer for dozens of nationally recognized brands and recording artists including Apple, Pepsi, Budweiser, Cisco, Marilyn Manson, Velvet Revolver, and Gnarl Barkley. Foster previously was co-founder and executive producer of Voodoo Pictures and Quentin Tarantino's "A Band Apart Music Videos."

About StudioNow, Inc.

Nashville, TN-based StudioNow is the premier online platform for video creation and distribution, aggregating thousands of editors, videographers and creative individuals to provide professional, 24/7 on-demand video content at affordable prices to businesses of all sizes across all markets. From major media organizations to Internet marketers to local advertisers, StudioNow's proprietary high-volume, Web-based marketplace and custom production management platform meets the rising demand for high-quality, original video material. For more information, please see www.StudioNow.com.

About Flimp Media, Inc.,

Flimp Media develops on-demand solutions for video marketing, communications and sales that enable non-technical users to quickly create, distribute, track and measure video landing pages, video sales brochures and video email communications without programming or IT resources. Flimp Media also offers clients affordable video production, analytics and landing page design services. **For more information on video production or Flimp subscription services or to view a portfolio of examples and case studies, visit www.flimp.net.**

