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**FLIMP MEDIA AND FORMER SPOTRUNNER CREATIVE EXECES JOIN TO
OFFER DIRECT RESPONSE WEB VIDEO AND CREATIVE SERVICES**

*FlimpAgency Division Meets Exploding Demand for Direct Response Video Creative for
Online Sales, Marketing, and Communications*

HOPKINTON, MA (May 3, 2010) -- Flimp Media (www.flimp.net), a developer of innovative rich media software solutions for direct marketing, communications and sales announced today the formation of FlimpAgency Division (www.flimpagency.com). FlimpAgency, with offices in Boston, MA and Los Angeles, CA was established to provide creative video production and video direct response campaign services to clients for online video marketing and rich media communications.

The FlimpAgency creative team is directed by Simon Foster, former head of creative and integrated production for Spot Runner and founder of GlobeShooter, a national network of more than 1,200 professional videographers. Since leaving Spot Runner in late 2009, Foster has assembled a top-flight team of creative directors, marketing strategists, art directors, copywriters, editors and motion graphic artists. Through FlimpAgency, Flimp Media can quickly and efficiently produce customized direct marketing and communications video creative for clients anywhere in the world.

Customers use Flimp Rich Media software to create and distribute multimedia marketing and sales collateral with viewer tracking capabilities using Flash for direct digital marketing, communications and online sales prospecting. As customers seek to reduce print communications costs and improve response rates using rich media, demand has skyrocketed for professional yet cost-effective video creative to maximize engagement and sales conversions.

“Online video 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.”

FlimpAgency offers customers a global video production network and experienced creative services solution to complement Flimp’s best-in-class video marketing and analytics technology. “With the talented FlimpAgency creative team and network,” Wall said, “we can provide low cost, turn-key video marketing and communications solutions for lead generation, fundraising, event marketing, corporate education and employee benefits enrollment that complement our software solutions.”

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

“Online marketers and communicators are recognizing the power of combining engaging video content with digital collateral for one to one marketing, communications and sales,” said Flimp CEO Wall. “By partnering with Simon Foster and the former Spot Runner creative team we now have a sophisticated production solution anywhere in North America or Europe.”

About Flimp Media, Inc.,

Flimp Media provides clients with start-to-finish video marketing solutions that drive actionable, measurable results with real time tracking and reporting for email and social media marketing, web communications and sales prospecting programs. Our expertise and services include direct response video production, video email marketing, video lead generation, rich media communications, video landing pages, and custom video streaming solutions. **For more information on flimp software, video production or campaign services and to view client examples and case studies, visit www.flimp.net and www.flimpagency.com**