

Videoagency Partners with AgendiZe to Deliver Interactive, Local Video Ads for SMBs

Introducing the first local video player solution featuring Call Tracking, Click-to-Call, Save and Share features with local mapping and subtitling

Barcelona, Spain—May 8, 2008—Today at the EADP Conference on Managing Directories in Barcelona, Spain, AgendiZe, the premier provider of call-to-action services, and Videoagency, the next generation video production company, announce their partnership to introduce the first local video player solution (LVPS) for small businesses. Finally, with Videoagency's LVPS, consumers can do much more than just view traditional, static video ads; they can take action by contacting the business live or making recommendations to their friends using convenient, built-in Call Tracking, Click-to-Call, Save and Share features powered by AgendiZe.

"We decided to partner with AgendiZe because their Call-to-Action suite connects users with the widest array of social services, click-to-call and call tracking features, and they offer deep experience working with the IYP industry," said Thomas Owadenko, CEO Videoagency.tv. "By combining our next-generation video production network with their Call-to-Action services, we can present SMBs with a powerful local video player solution where consumers can not only watch local ads, but take immediate action when they see them."

Videoagency's local video player solution (LVPS) is powered by Videoagency's next generation video network. Video content can be created by tapping into Videoagency's global network of more than 4,000 filmmakers and can then be optimized and distributed across the web, utilizing Videoagency's video search engine optimization (VSEO) tool to maximize the visibility of video content to search engines. Subtitles are also provided in partnership with Ply Media, helping SMBs affordably target large and diverse new audiences.

Videoagency's LVPS incorporates AgendiZe's comprehensive Call-to-Action suite, making local video ads actionable for any SMB. Users that view local video ads can click-to-call the business or click-to-save and share business information or directions on Facebook, AIM, SMS, MySpace, del.icio.us, blogs, email and more than 100 services and devices. AgendiZe's Call-to-Action capabilities make it easy for users to visit or contact local businesses, or spread the word virally to their friends—all while they are watching local ads powered by Videoagency's LVPS. AgendiZe also provides unified reporting and tracking across all services, so SMBs can easily analyze their customer interaction and calls received.

A live demo of Videoagency's LVPS, featuring Call-to-Action features powered by AgendiZe, is available today at: <http://www.videoagency.tv/eadp>

"The challenge that most SMBs face with online video advertising is getting the customer to do more than just watch. The goal is to get customers to physically

complete the last mile to visit their location in person or to pick up the phone and call them,” said Alexandre Rambaud, founder and CEO of AgendiZe.

“Videoagency’s LVPS is the only local video solution powered by AgendiZe’s Call-to-Action suite, which makes it easy and intuitive for a user to simply click-to-call, send a map to themselves or share the business’s info with their friends; in short, to take action.”

The AgendiZe Call-to-Action Platform currently powers more than 20 of the world’s leading online classifieds and directories, including Yellow Book USA, Yellow Pages Canada, QDQ Media and Editus, extending the reach and duration of any advertisers’ online content by making it possible for users to extract information from the Web and save it to different devices or share it with friends and colleagues. More than one million local advertisers use AgendiZe call-to-action services worldwide.

About AgendiZe (<http://www.agendize.com>)

The AgendiZe Call-to-Action Platform enhances any online marketing, advertising and e-commerce effort by engaging the social consumer. AgendiZe offers a complete suite of Call Tracking, Click-to-Call, Click to Chat, Click-to-Save and Click-to-Share solutions that integrates with more than 100 popular chat, mobile messaging, calendar, social bookmarking, email and enterprise communications services on a wide variety of personal communications devices. Founded in 2003 and privately held, AgendiZe has offices in Troyes, France and San Francisco, CA. For more information, visit: <http://www.agendize.com>

About Videoagency (<http://www.videoagency.tv>)

Videoagency produces quality internet videos in high volumes and at low cost. With the largest filmmaker network in Europe, Videoagency can send a video professional to any business easily, and their powerful production workflow tools allows them to manage hundreds of video shoots simultaneously. In 2007, Videoagency produced over 600 hotel videos in ten European cities in under two months, demonstrating the efficiency of their process and network. Videoagency’s production service is now available as a white label product to companies who need to offer video solutions directly to their clients. For more information, visit: <http://www.videoagency.tv>

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