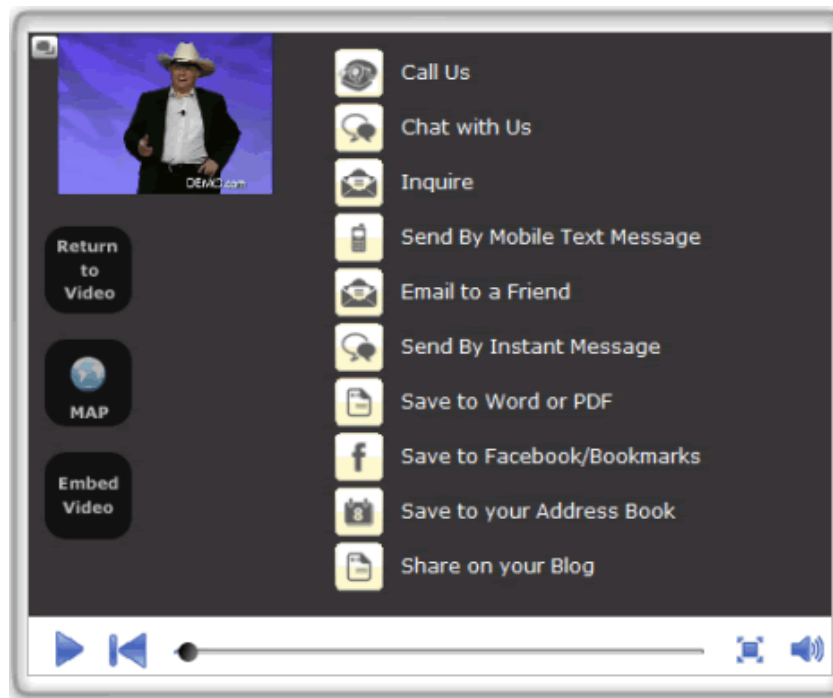


Introducing the Industry's First Video-to-Action Solution

We're pleased to wrap up this summer with a great new video engagement tool and innovative deployments of our print engagement tools for leading publisher:

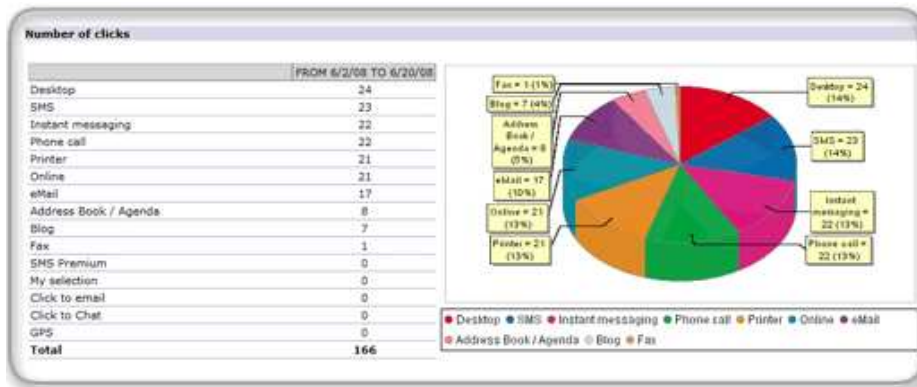
- **The Launch of our Video-to-Action Solution:** Now consumers can interact with businesses and advertised products directly while a video is playing, instead of merely watching it. Our Video-to-Action API makes it easy for publishers and agencies to quickly add our engagement suite to any video campaign, generating up to 20 times more leads, calls, buzz and in-store visits than traditional "view-only" video campaigns.
- **Recent Customer Highlights & Best Practices:** Call-to-Action Contact Widgets deployed and branded by YPG Canada, giving millions of local businesses the opportunity to embed our engagement functionality in their own websites. Print-to-Action (2D barcodes) deployed by BermudaYP as well as fully moderated "Comments & Rating" service, making the leap from the print directories to online word of mouth.
- **Celebrating our 5th Anniversary:** We're celebrating five year's as the leading engagement platform with a new look and new website. Check it out and let us know what you think: www.agendize.com.



Agendize Video-to-Action API Transforms Video Players Into Powerful Multi-Channel Customer Engagement Opportunities

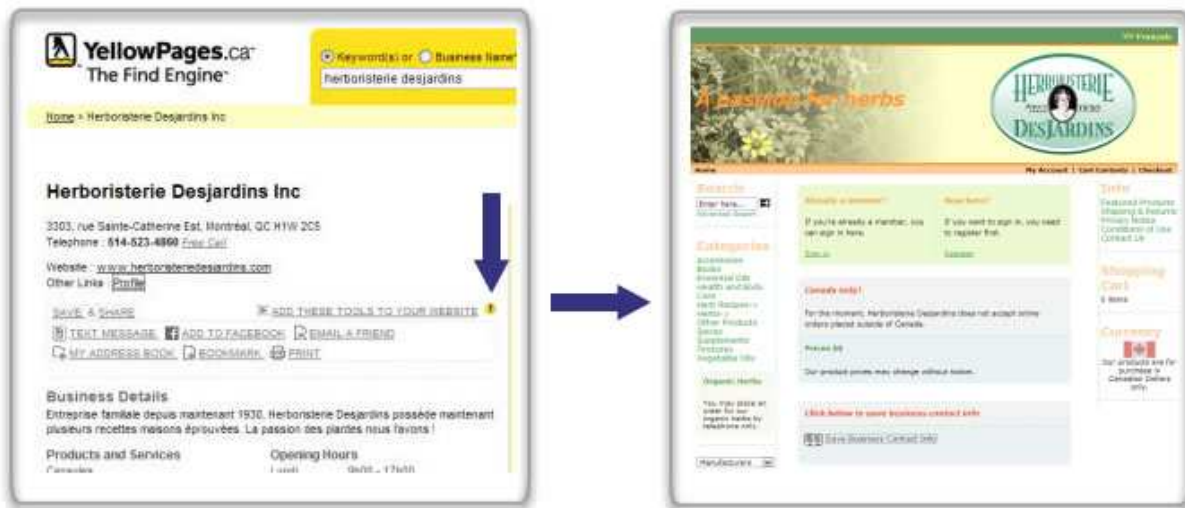
Take Video Engagement to the Next Level. Agendize Video-to-Action API is the first tool that allows marketers and publishers to embed a full suite of customer engagement tools in online videos, including Click-to-Call, Call Tracking, Click-to-Chat, Save & Share, Commenting, Rating, Voting and Local Map functionality. This enables consumers to take action while a video ad or clip is playing by contacting the business live; sharing the business information on Facebook, AIM, SMS, MySpace, del.icio.us, blogs, email and more than 100 services and devices; finding a map for that business; rating, commenting, voting and more.

More Interaction, Instant Integration. This transforms online video from a passive to an active consumer engagement tool that generates up to 20 times more user interactions, and ultimately more leads, calls, word of mouth and in-store customers. Best of all, our Video-to-Action API is engineered, tested and proven to quickly integrate into any Flash or Adobe Flex application or video player.



Unified Reporting Dashboard. Our advanced reporting features give marketers and publishers a comprehensive view of all user interactions across one or more marketing campaigns simultaneously. Customized reports on calls, chat sessions, social network sharing, emails and other user interactions can all be conveniently found on a single, unified dashboard, which can be integrated into any existing marketing or analytics platform.

Recent Customer Highlights & Best Practices



YPG's Launches Branded Contact Widgets

YellowPages Group Canada, Canada's largest media publisher, has been using the AgendiZe Engagement Platform to power Click-to-Save and Share functionality across more than 400,000 listings on YellowPages.ca. This summer, YPG Canada has begun to offer AgendiZe Contact Widgets to millions of customers as a value-added engagement service. This allows YPG Canada to create new revenue streams and differentiate themselves from competitors, by offering their customers a branded, easy-to-use engagement tool that can be deployed on a local business' own website, or email or ad campaign.



BermudaYP Engages Mobile Users With High-Tech...Paper Ads?

BermudaYP, Bermuda's leading publisher, has recently deployed our Print-to-Mobile engagement solution in its latest print edition of the country's largest directory. Now consumers browsing the directory can take a quick snapshot of the QR code (2D barcode) on any ad with their mobile phone and instantly get the business listing information, maps, coupons and

more. To further enhance the engagement functionality on their website, Bermuda YP has also added our [Click-to-Comment](#) and [Rate](#) features. Now users can rate and comment on any local business, similar to Yelp.com and other consumer review sites, dramatically increasing engagement per listing and encouraging viral word-of-mouth.

AgendiZe Expands to Asia and South Africa: New Partnerships with SPH Interactive International and TDS Directory



We are extremely proud to announce that we are now powering engagement solution for SPH Interactive, Singapore's Largest Publisher (reaching 81% of the country's teen and adult population) and TDS Directory, South Africa's leading local directory.

Welcome to the All-New AgendiZe.com

Starting in July 2003, AgendiZe has pioneered the concept of online engagement marketing, introducing it to more than 20M publishers, agencies, brands and businesses around the world. Since then, we've continued to evolve our engagement platform by adding more than 100 different engagement solutions to meet the growing needs of social consumers. Today, AgendiZe has emerged as the market leader in engagement solutions—and the only to provide a single, unified engagement platform.



To celebrate our fifth anniversary and to better reflect our new position as the world's leading engagement platform, we're proud to unveil our new logo and website. We invite you to take a fresh look at the new [AgendiZe.com](#) and explore how we're helping today's leading [directories](#), [classifieds](#), [marketers](#) and [small businesses](#) engage social consumers and track cross-channel user behavior all from our unified engagement platform.



Get a Demo of AgendiZe at an Industry Conference

This month, we'll be sponsoring:

- [Directional Media Strategies '08 \(Kelsey Group\)](#), Sept. 15-17, Hyatt Regency, Atlanta, GA
- [EADP Athens '08](#), Sept. 24-27, Hotel Westin Athens and Arion Resort & Spa

Perhaps we'll see you there? If you plan on attending either of these conferences, we'd love to meet you in person, share what we've been up to (and perhaps a toast as well to our fifth anniversary!).

Contact Info and Scheduling Demos

If you would like to schedule a private demo of the AgendiZe service at any of these conferences, or would like to speak with a salesperson about how AgendiZe can help your web site build user loyalty and extend the reach and duration of advertising, please email to sales@agendize.com. Or, you can call us directly at:

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Europe & Asia: +33 3.25.45.11.12