



IVA'S VIDEO DETECTIVE POWERS 80 MILLION MOVIE TRAILERS ON MOBILE PHONES FOR 1ST QUARTER OF 2009

Preview requests reflect 37% increase over 4th quarter 2008

Popular iPhone apps drive ticket sales, DVD sales, and movies on TV

Haddon Heights, NJ (May 1, 2009) – Internet Video Archive (IVA), the world's largest distributor of online previews, today announced that plays of movie previews on mobile phones topped 80 million for the first quarter of 2009. The statistic is an aggregate of requests generated by the IVA network of client companies and represents a 37% increase over the prior quarter.

“Watching a movie trailer on a mobile phone is the perfect way for people to pick what they want to watch whether it's at the theatres, at home on DVD, or on TV ,” said Rhodes Mason, Director of Business Development for IVA.

Among the companies using IVA to power movie previews for the iPhone are Flixster, Fandango, and i.TV. All three companies have iPhone apps that have consistently ranked in the top 50 free apps at iPhone. Flixster was ranked as the #6 free entertainment app on iPhone the third week in April.

“We made the commitment to begin encoding for mobile delivery nearly five years ago,” notes IVA President Jed Horovitz, “and it's really paid off for us and our clients. We project double digit growth in this sector of our business for the remainder of the year.”

IVA counts among its clients some of the biggest names in mobile (AT&T), consumer electronic (Sony Bravia) and cable (Comcast) companies, as well as numerous entertainment (Fandango.com, TV Guide.com) and retail web sites (BarnesandNoble.com, VirginMEGA.com). IVA's consumer website, VideoDetective.com, boasts the largest archive of entertainment samples in the world and the most current collection of new titles. Overall, the company has built a promotional network that reaches over 225 million unique visitors per month.

About Internet Video Archive LLC

Internet Video Archive is the entertainment industry's leading distributor of online movie and TV trailers, game previews and music videos. With over 500,000 unique video assets from over 1200 content providers, IVA has established a reputation as the archive of record for audio visual samples. Meticulous data husbandry, combined with world-class

digital video encoding, hosting and serving systems that are secure, scalable, customizable and cost-effective have lead hundreds of clients to integrate IVA into their entertainment ecosystems. The company also operates two consumer web sites www.singingfool.com and www.videodetective.com where it gathers user preferences and tests promotional concepts. More information can be found at www.internetvideoarchive.com.

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