

News Release

For Immediate Release

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MIXX TEAMS UP WITH USA TODAY, REUTERS.COM, WEATHER CHANNEL AND LEADING ONLINE PUBLISHERS TO DELIVER PERSONALIZED NEWS, IMAGES AND VIDEO

New Social Media Site Led by Former Yahoo! and AOL Executives Announces Line Up of Content Distribution and Mutual Promotion Deals

MCLEAN, Va. – October 8, 2007 – Mixx™ (<http://www.mixx.com/>) announced today that it has teamed up with leading online content publishers, including *USA TODAY*®, Reuters.com®, The Weather Channel®, Kaboose™ and uclick® Comics, to connect readers with news articles, images and videos that are personally relevant. Leveraging the unique strengths of each publisher's online media offerings, these content distribution deals will make publisher content more accessible to Mixx users in various ways such as cross promotion within story pages and optimization of published content for searches within Mixx. A platform for readers to evangelize digital media to others who share common interests, Mixx provides publishers with a rich online content distribution channel.

Mixx is a powerful new customizable social media website that brings together an unprecedented combination of user-recommended media, online social networking and comprehensive personalization tools. Currently under evaluation by users in a private beta program with launch of the full service slated for later this month, Mixx makes it easy to learn, educate and be entertained by peers on a personal level according to interest and location.

“For the first time publishers of non-tech content have a simple way to access the Web 2.0 social networking phenomenon, reaching out virally and within communities both large and small from a single access partner,” said Chris McGill, founder and CEO at Mixx. “Mixx puts users in control of their own personal blend of user recommended stories, photos and videos so that they search and discover

[more]

relevant media and interact within networks of friends, colleagues and the people who share their common interests.”

Created and developed by a team of industry veterans with deep Internet, news publishing and online content expertise, Mixx is led by CEO and founder Chris McGill, formerly the head of strategy at *USA TODAY* and general manager of Yahoo! News. The Mixx team also includes several former AOL executives including Kerry Pearce-Parkins, vice president of products and marketing, and former vice president of content at AOL.

The Mixx board of advisors and directors includes Burl Osborne, former chairman at The Associated Press, and Dave Mandelbrot, former vice president for Yahoo!'s Content Acquisition Program and vice president of media and entertainment at Yahoo!. In conjunction with today's announcement, the company revealed that it has successfully closed its initial investment round with funding led by Intersouth Partners of Durham, North Carolina.

“Mixx lets each user decide which topics most interest them and, by sharing those interests, simultaneously connect with others and enrich the blend of content available to both specific and mass social networking communities,” said Burl Osborne, publisher emeritus of *The Dallas Morning News* and member of the board of advisors at Mixx. “This is the definition of the ‘long tail’ of social networking—it allows publishers to leverage their existing audiences and content into even broader audiences that in turn greatly expand their media monetization options.”

Based on a different approach to the management of mass market content, Mixx promotes diversity of interests among consumers of online media. Effectively eliminating the problem of audience fragmentation that has narrowed the appeal of one-size-fits-all news recommendation sites, the Mixx platform allows online content publishers to drive highly qualified traffic to their sites while transforming their readers and subscribers into grassroots evangelists.

About Mixx

Mixx is a privately-held company dedicated to connecting users and publishers in an ever more crowded digital media environment. The Mixx (<http://www.mixx.com/>) customizable social media website empowers users and publishers of mass market content with an unprecedented blend of user-recommended media, online social networking and comprehensive personalization tools built on

a fundamentally different structure that allows publishers to drive highly qualified traffic to their sites while transforming their audiences into grassroots evangelists. Mixx users engage in an intuitive, threaded experience as a result of their participation in community activities around topics they define, and creation of their own interest-based start pages with customized content submission and delivery. For more information go to <http://www.mixx.com/> or send email to info@mixx.com.

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