mixx

News Release

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MIXX UNLEASHES "YOUR BLEND OF THE WEB"

Launch of New Social Media Site Makes It Easy to Learn, Educate and Be Entertained by Peers on a Personal Level According to Interest and Location

MCLEAN, Va. – October 10, 2007 – Mixx™ (http://www.mixx.com/), a new social media website that makes it easy to learn, educate and be entertained by peers on a personal level according to interest and location, was launched late yesterday. Unlike one-size-fits-all recommendation sites, Mixx puts users in control of their own personal blend of news stories, photos and videos so that they search and discover relevant media and interact within networks of friends, colleagues and the people who share their common interests. Mixx users can influence the "mixx" by submitting, voting and commenting on online media using social networking and personalization tools. This unique structure makes it easy for online publishers to deliver the right content to the exact individuals whom will find it useful and compelling.

In conjunction with today's announcement, the company 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.

 "Mixx is the place where you can get into it, mix it up with others who share common interests and ultimately get what you want out of the web," said Chris McGill, CEO and founder at Mixx. "By providing tools that let users build their own interest-based start pages and supporting free-form tag entries, Mixx makes it easy for users to find and vote on the articles, videos and photos they like and against the ones they don't like within specific categories and locations. The result is that Mixx is

useful to everyone—not just the techie crowd that dominates traditional, one-dimensional recommendation tools."

Mixx allows users interested in all types of digital media to discover, share and engage in conversations about the content they find most interesting by submitting and discussing relevant items, and creating a personal *Profile* with their own *Avatar*. Adding *Mixx Friends* makes it easy for users to *Share*, *Invite* and *View* another person's *User Activity*, or limit the viewing privileges of others. Shifting focus between *Stories, Photos* and *Videos*, users can easily navigate through Mixx according to categories like business, sports and health or view the most *Popular* items across all categories. Users can also create and join topical based public and *Private Groups*, allowing them to further refine the items they submit and receive.

"Mixx is all about you," said Kerry Pearce-Parkins, vice president of products and marketing at Mixx and former vice president of content at AOL. "Unlike other personal start pages or RSS readers, you don't have to sift through a list a mile long to get to the stuff that is most interesting and relevant to you. All you have to do is tell Mixx what you like, and the best content is delivered automatically. That makes it easy to find others who share your interests, interact by location or even create a small group among your co-workers and friends to share and discuss things privately."

Mixx was created and developed by a team of industry veterans with deep Internet, news publishing and online content expertise including a cadre of former executives from leading companies including Yahoo!, AOL, *USATODAY* and The Associated Press. The company is led by Chris McGill who, as the former head of Yahoo! News, oversaw that site's transformation into the world's single largest online news outlet.

Designed to allow online content publishers to drive highly qualified traffic to their sites, Mixx transforms readers and subscribers into grassroots evangelists by taking an entirely different approach to the management of mass market content. It promotes diversity of interests among consumers of online media, effectively eliminating the problem of audience fragmentation that has narrowed the appeal of traditional one-size-fits-all news recommendation sites. Moreover, publishers can use Mixx to better understand the interests of their audiences which translates into improved marketing, promotional and advertising programs.

About Mixx

Based in McLean, Virginia, 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 both 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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