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• VideoEgg Powers Video for theU, Improving the User Experience and Monetizing Content

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Advertisers reach the college and college-bound demographic through growing Eggnetwork

SAN FRANCISCO, Feb. 27, 2007 — VideoEgg, the leading video solution for online communities, supported by the largest video ad network, has partnered with theU (www.theU.com) to power video content on the premiere rich media destination built exclusively for students.

theU is known for its critically acclaimed college tour video series viewed by millions. Now by joining forces with VideoEgg, theU is able to leverage user generated content to build the largest library of college-specific video on the web. VideoEgg's technology makes it easy for current college students to contribute self-made videos covering all aspects of campus life.

“The VideoEgg platform makes it possible for our members to easily upload videos, enabling theU to provide hundreds of thousands of videos to our growing audience of prospective and current college students, as well as alumni. Plus, the integrated ad network allows us to monetize video inventory without compromising the viewing experience,” said Doug Imbruce, founder and CEO of theU.

“It's our goal to make it easy for people to use video to share their experiences. The student videos on theU really bring the campus experience to life,” said Matt Sanchez, CEO and co-founder of VideoEgg, Inc. “theU's audience is a great addition to our network of more than 60 online communities.”

theU joins the growing roster of The Eggnetwork, VideoEgg's ad network that includes various top social networking sites – many of which are youth-oriented. The Eggnetwork enables advertisers to navigate a rapidly changing media environment and was created to connect them with social networks. An invitation-based advertising model integrates ads – from tickers to interactive games - into the viewing experience putting the users' interests first. These invitations are included in visible but unobtrusive ways, both during the play and at the end of each video. Through the network, VideoEgg serves 15 to 20 million streams each day.

About VideoEgg, Inc.

VideoEgg is the leading video solution for online communities, supported by the largest video ad network – The Eggnetwork. The network is currently comprised of more than 60 online communities including five of the top 20 social networks in the world such as AOL, Bebo, hi5, myYearbook.com and Tagged. The Eggnetwork provides Web publishers with a means of monetizing content while offering advertisers reach into a coveted audience. Through a unique advertising model, ads are targeted, interactive and unobtrusive for viewers. VideoEgg was founded in 2005 by Yale classmates David Lerman, Matt Sanchez and Kevin Sladek. Based in San-Francisco, the company is funded by August Capital, First Round Capital and Maveron. For more information, visit www.videoegg.com or www.theeggnetwork.com.

About theU

theU is quickly becoming the #1 destination for students and alumni worldwide. Currently, the company's web site, www.theU.com, provides prospective college students the information they need to make informed admissions decisions, while allowing current college students and alumni access to the most exhaustive and entertaining college-oriented video library. Based in New York City, theU was founded in 2005 by Doug Imbruce, then an undergraduate at Columbia University. The company's strategic partners and clients include The Apollo Group, Citibank, AOL, The Princeton Review, Barnes & Noble's Sparknotes, and many more.

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