

YUME CLOSES \$9 MILLION FROM KHOSLA VENTURES, ACCEL PARTNERS, BV CAPITAL, DAG VENTURES

Funding Fuels Continued Expansion of Broadband Video Advertising Solutions

Redwood City, CA—October 16, 2007—YuMe, the first dedicated advertising network created and optimized for broadband video, today announced \$9 million in venture funding. The current round, the company's second, includes follow-on investments by Khosla Ventures, Accel Partners and BV Capital, as well as new participation from DAG Ventures.

Said Ping Li of Accel Partners, "Between the vast volume of video content now online, and the power of the Internet to enable one-to-one advertising, there is a tremendous opportunity for the company that can effectively target, optimize, and deliver truly compelling online video advertising. YuMe has the expertise, technology, and solutions to take us past this tipping point and fully realize the long-anticipated potential of this vital advertising medium."

With video ad sales expected to grow from an estimated \$775 million this year to \$3.1 billion in 2010, according to eMarketer's July 2007 report, YuMe provides the clarity in targeting, flexibility in format, and campaign management efficiency that advertisers have been demanding. The company organizes online video content into brand-safe, ad-ready "channels" for efficient and targeted ad placements, as well as allowing advertisers to buy specific cross-channel "audiences" to ensure that ads appear only in the most relevant contexts. A suite of ad formats complements traditional pre, mid, and post-roll ads with interactive overlays, watermarks, branded players, and other innovative and compelling formats. The solution's cross-platform design ensures that online ads remain intact even if the video content is downloaded and played on a different device.

"As marketers spend unprecedented and ever-increasing amounts on online video advertising, they rightly expect to be able to leverage the full potential of the Internet for ad targeting, flexibility, and customization, rather than settling for run-of-site buys and one-size-fits-all formats," said Jayant Kadambi, CEO of YuMe. "With the support of our investors, YuMe is delivering a video advertising network that gives advertisers the greatest possible impact for their video campaigns, helps publishers better monetize their broadband video content, and ensures a more personalized, relevant experience for consumers."

About YuMe

YuMe is the first dedicated broadband video advertising network built exclusively for the new Web video world, providing advertisers and publishers the unprecedented ability to identify, classify, and track content to ensure brand safety, contextual relevance, controlled syndication, and consistent delivery across all digital media platforms—Web, downloads, mobile, and IPTV. YuMe is a privately held company headquartered in Redwood City, CA and backed by Khosla Ventures, Accel Partners, BV Capital, and DAG Ventures. Recently, YuMe was awarded the title "Best in Show Judges' Choice" at Under the Radar Entertainment & Media 2007 produced by Deal Maker Media.

For more information, visit www.yumenetworks.com.

###