

YUME TO POWER ADVERTISING FOR NEW MICROSOFT WINDOWS MEDIA CENTER INTERNET TV OFFERING

YuMe Delivers Advertising Platform for Windows Media Center Internet TV Beta Launch

Redwood City, CA—September 27, 2007—YuMe, the first dedicated advertising network created and optimized for broadband video, today announced it is working with Microsoft to enable the software leader to offer advanced broadband video advertising capabilities in the Internet TV category.

Microsoft selected YuMe as its ad serving platform and ad sales partner for the Beta trial of the new Windows Media Center Internet TV feature which will be available to all Windows Vista Home Premium Edition and Windows Vista Ultimate Edition users in the USA. Starting September 28, US Media Center users will have access to the new Beta Internet TV feature where they can enjoy full-screen ad-supported on-demand video content on their PC. Media Center Internet TV Beta will also be available directly on television screens around the home through new Media Center Extender devices which Microsoft is launching today. Users of Microsoft Xbox 360 will also be able to access the same Media Center Internet TV Beta experience on their TVs.

“It’s a tremendous honor for our young company to be chosen to deliver the advertising that will power this groundbreaking new feature from one of the world’s most innovative companies,” said Jayant Kadambi, CEO of YuMe. “We’re looking forward to working with advertisers and agencies, helping them to reach a new audience on a platform that can reach consumers on their television sets in the digital home.”

The Windows Media Center Internet TV Beta from Microsoft offers more than 100 hours of video content at launch, including full length episodes of television shows, music concerts from leading artists, movie trailers, and news and sports clips. Microsoft plans to introduce exciting new interactive ad formats for advertisers during the Beta trial.

“We believe that advertising is a key aspect to bringing the greatest breadth and depth of content to the digital home,” said Dan Poling, Director of Advertising for Windows Media Center. “We’re pleased to be working with YuMe to introduce this ad supported video content to Windows Media Center users. YuMe offers a platform that can meet our ad serving, targeting, and inventory management requirements for the new Internet TV Beta.”

Microsoft is launching the Windows Media Center Internet TV beta feature at the Digital Life event today in New York.

“We’re pleased that Infiniti is a key advertising partner in bringing this new entertainment destination to Windows Media Center users,” said Deborah Thomas, senior manager for Infiniti Media. “Infiniti is always seeking new and relevant ways to engage tech savvy consumers who embrace forward-thinking technologies. We also look forward to working with YuMe as it continues to bring innovative ad solutions to online video destinations that bring consumers greater choice in this new world of entertainment.”

YuMe is already delivering new online video ad solutions for web publishing partners and advertisers across the Internet. Today, the company serves advertising in more than 100 million video segments every month and offers a suite of ad formats that go beyond traditional pre, mid and post-roll ad placements. To see interactive examples of these ad formats please visit <http://www.yumenetworks.com/Gallery/shell.html>.

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 and BV Capital. 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.

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