

LiveRail launches Junction, a revolutionary video advertising delivery platform; announces \$500k additional venture funding

SAN FRANCISCO, Calif. - August 12, 2008 - LiveRail today announced the release of Junction, a free service for video publishers to select, optimize, display and track video advertising from multiple sources.

“Junction represents a quantum leap in advertising technology for online video publishers working with multiple advertising partners. Using Junction, publishers are able to consolidate all of their ad sources with a single integration. Junction then makes smart, revenue-maximizing choices about which partners have the right to serve ads into any available ad slot, and tracks the distribution of revenue to the relevant parties” said Mark Trefgarne, CEO of LiveRail.

Publishers integrate their media player once with Junction, and are then able to manage all their ad sources through a single interface. By removing the need to do additional technical integrations with every ad network, Junction enables publishers to work with more partners; increasing fill rates, maximizing revenue, and unlocking access to inventory for content owners and other interested parties. The platform then provides consolidated reports and analytics, making the process of calculating earnings and accounting for revenue share payments simple. Junction’s powerful feature set also includes the ability to allocate ad space along pre-defined inventory allocation rules, allowing a websites to share the available space between their own ad sales teams, and those of content owners.

“Junction is robust enough to work with any ad server or network, and our plugin architecture means that whatever platform a publisher wishes to pull their advertising from, Junction can accommodate it” says LiveRail CTO, Andrei Dunca. “As video advertising has become more complex, the technical burden of integrating with multiple ad partners has become too costly for most publishers to handle. Junction provides a simple solution to consolidate all ad sources into a single, one-time integration”.

By offering Junction for free, LiveRail hopes to make it the industry standard for online video publishers who work with multiple advertising partners. “We think video publishers are crying out for a standardized tool to streamline the selection, display and tracking of advertising.” continued Mark Trefgarne, “The business model we’ve adopted with Junction, offering unique technology to publishers with completely open, unbiased access to third party ad sources, positions it ideally to become that standard. We don’t place any requirements on publishers; they don’t need to let us sell their ads, work only with our partners or even use any of our other products.”

LiveRail also confirmed that it has received \$500k in additional funding from venture capital fund Pond Venture Partners. “We are very pleased to have Pond Ventures as an investor. This capital will be used to scale our business on a number of fronts; we will be increasing investment in research and development to help us deliver technologies for the next generation of online video advertising, building up our business development team, and enhancing our network infrastructures.”

About LiveRail

LiveRail is a venture capital-backed startup providing technology products and services for online video advertising. The company’s video-focused approach allows it to deliver superior advertising technology tools, empowering publishers and advertisers to make the most of the opportunities of online video. LiveRail is based in San Francisco, California. For more information, please visit www.liverail.com.

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