

sevenload and Friendster Announce Global Partnership

Friendster Partners with sevenload to offer sevenload Video Content and Application across Asia-Pacific Market and on Marketing Campaign

Cologne, Germany – April 20, 2009 – sevenload.com, one of the world's leading social media networks for videos, photos and Web TV content, and Friendster, Inc., a top 20 global website based on traffic and the #1 social network in Asia, today announced their new global partnership for the Asia-Pacific and European markets.

In this partnership, sevenload will promote Friendster's popular social networking suite of features with an extensive onsite marketing campaign on sevenload.com. In the next several weeks, Friendster will implement sevenload's state-of-the-art video player technology and video application and provide access on Friendster.com to a variety of sevenload's licensed premium content and user-generated content. Friendster users can consume, share and discuss sevenload video content with friends and other members online.

Sevenload's video content will be made available to over 100 million registered Friendster users via Fan Profiles and/or as an application integrated via the Friendster Developer Program. First, Fan Profiles will be created specifically for sevenload premium content as channels, where users can become a fan of each channel, meet other people who share the same interests, and share this content with their friends. Second, over 50 million fans of thousands of existing Fan Profiles – which support over 50 different entity types, such as musicians, artists, celebrities and organizations – will now be able to post and distribute video content via the sevenload video player. Third, the sevenload video player application will be made available to both Fan Profiles and regular user profiles through a variety of means, including Friendster's global applications directory located at www.friendster.com/apps

"We're excited to announce this deal which presents a mutual benefit for both our companies. As sevenload is expanding across all major Asia-Pacific markets, this partnership emphasizes our strategic expansion in the social media space, as we will gain access to Friendster's massive user base of 100 million registered users", said Axel Schmiegelow, CEO at sevenload.

"Friendster welcomes sevenload's rich video, photo and TV content along with their video player into the Friendster experience for the benefit of our users. And, since Friendster has a loyal and growing user base in Asia and an emerging user base in Europe, we hope that our partnership with sevenload will drive greater awareness, user adoption and user engagement throughout Asia, Europe and the rest of the world," explains Richard Kimber, CEO at Friendster.

About Friendster

With more than 100 million members worldwide, Friendster is a leading global online social network. Friendster is focused on helping people stay in touch with friends and discover new people and things that are important to them. Online adults, 18 and up, choose Friendster to connect with friends, family, school, social groups, activities and interests. Friendster prides itself in delivering an easy-to-use, friendly and interactive environment where users can easily connect with anyone around the world via www.friendster.com or m.friendster.com from any Internet-ready mobile device. Friendster has a growing portfolio of patents granted to the company on social networking, with more expected over the next several months. Headquartered in Mountain View, California, Friendster is backed by Kleiner Perkins Caufield & Byers, Benchmark Capital, DAG Ventures, IDG Ventures and individual investors. For more information, visit: www.friendster.com.

About sevenload

sevenload is one of the world's leading platforms for legal Web 2.0 content such as videos, photos and web TV. Every one of sevenload's over 900 web TV show formats offers independent, intelligent and creative content from users that produce their own content, as well as professional production companies. sevenload is an ideal partner for companies looking for possibilities in cross-media marketing, video advertising and branded entertainment. sevenload currently has thirteen country portals in the USA, UK, Germany, France, Italy, Russia, Spain, Poland, China, India, Australia, Singapore and Turkey. sevenload's social media network can be found online at www.sevenload.com.

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