

PRESS RELEASE

sevenload Now Offering Search Results in 3D

Cologne, September 7, 2009 - sevenload announced today that it will be showing its search results for videos and photos in 3D. This exciting new feature is being presented through a partnership with Cooliris, thus allowing the Social Media Network for web TV, photos and videos to expand its extensive search and offering users an entertaining and user-friendly interface.

Users are able to choose between the already existing detailed and thumbnail view and now additionally use the new Cooliris slideshow, powered by the Cooliris Embed Wall, to view and interact with search items. The integration of the embeddable version of the 3D application from Cooliris introduces a streamlined and more efficient search result navigation on www.sevenload.com. Users benefit from faster loading times and compacted search results that are well-arranged in the 3D wall.

In order for users to experience the 3D search results on sevenload, they simply need to click on the Cooliris logo that activates the new screen for all search results. The search results' preview begins when the mouse is rolled-over the wall and it is able to scroll through the results as well as open up the previewed item with a second click.

About Cooliris:

Cooliris was founded in January 2006 with a simple mantra: "Think beyond the browser". We focus on creating products that make discovering and enjoying the Web more exciting, efficient, and personal. Our core products include Cooliris (formerly PicLens), which transforms your browser into an interactive, full-screen "cinematic" experience for web media and also works on the iPhone, CoolPreviews, which lets you preview links instantly in your browsing context, Cooliris Embed Wall, which allows people to take their Cooliris experience onto their own websites and blogs, and the Cooliris Publisher Network, which enables publishers to enable their sites with the Cooliris experience and embed premium brand advertisements that result in higher monetization and customer satisfaction.

Headquartered in Palo Alto, CA, our team consists of seasoned executives, entrepreneurs, and Stanford computer engineers. Cooliris is backed by Kleiner Perkins Caufield & Byers, DAG Ventures, the Westly Group, and T-Venture. For more information, please visit www.cooliris.com.

About sevenload:

sevenload is a leading global Social Media Network for WebTV, videos and photos. The sevenload community, which can be found online at www.sevenload.com, enables users to explore an extensive entertainment package filled with free premium TV content, music videos as well as interactive WebTV shows. Advertising clients benefit from engaging users with branded entertainment, viral video seeding and video advertising within the site's ad-relevant environment. The company's B2B side of the business develops white label solutions, such as IPTV-platforms, media libraries, video portals and online communities based on the sevenload technology.

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