

PRESS RELEASE

sevenload and Deutsche Welle Launch Branded Channel

Cologne, August 7, 2009 – Germany's international broadcaster Deutsche Welle and sevenload, the social media network for photos, videos and web TV, are expanding their existing relationship and launching a "DW-TV" branded channel on the English version of sevenload.com. Eighteen Deutsche Welle productions will be made available to the international English-speaking sevenload community.

"The Internet is an important sales channel for Deutsche Welle," said Petra Schneider, Sales Manager at Deutsche Welle. "Strong partners like sevenload help us to make our various online offerings available to our audience. sevenload's international approach allows us to better promote our foreign language content around the globe."

"We are delighted to be expanding our partnership with Deutsche Welle. By distributing their high-quality content in social networks and on web TV, they are able to enhance the online user experience worldwide", emphasized Andreas Heyden, COO at sevenload.

News formats, including highlights such as the business program "Made in Germany", the sports show "Kick off!" and the lifestyle program "euromaxx", can be found on the new branded channel at <http://en.sevenload.com/channels/Deutsche-Welle> . sevenload.com users can comment on the videos, rate them, and forward them to friends. Users can look forward to eighteen Deutsche Welle programs that will be updated with new video content every week.

About Deutsche Welle: Deutsche Welle is Germany's international broadcaster that produces television, radio and online content in 30 languages. Its unique mix of news, background information and cultural highlights offers European insights to international issues to people around the world.

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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