



a digital media company

JOOST MEDIA DEBUTS J-ROLL, ITS NEW, MULTI-FUNCTIONAL INTERACTIVE PRE-ROLL VIDEO PRODUCT

SANTA MONICA, Calif. – August 24, 2011 – Joost Media, a digital brand solutions company, announced today the debut of j-Roll, its advanced, interactive pre-roll video product. This new product provides all the functionalities of Joost's successful expandable banners within pre-rolls across its publishers.

j-Roll aims to increase consumer interactivity and engagement by offering advertisers and marketers the opportunity to include all of the features and functionality of a website within the ad unit. It offers consumers an immersive interactive brand experience within the ad. j-Roll's multiple functionalities in a single ad includes the ability to open ads over pre-roll, play games, print coupons, view image gallery, look up store locators and movie show times just to name a few.

"Joost Media has been offering highly effective and progressive in-banner video units for years on a global scale. It's been a part of our DNA since the very beginning," said Nick Higgins, chief revenue officer at Joost. "Now we are extending these successful offerings and capabilities for pre-rolls. j-Roll is yet another example of our commitment to offer the best possible brand solutions to our partners."

Expanding its product offerings with j-Series, its suite of in-banner video products, and now with j-Roll, Joost continues to deliver innovative and creative tools for effective video advertising.

About Joost Media

Joost Media is a digital media company that connects brands and audiences. Combining the power of exclusive publisher relationships, targeted reach and custom experiences, the company provides advertisers with high-impact branding solutions to an engaged audience. Headquartered in Santa Monica, CA, Joost Media is a fully owned subsidiary of Adconion Media Group (www.adconion.com). For more information about the company, visit <http://www.joostmedia.com>.

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