



a digital media company

## **JOOST.COM BREAKS INTO COMSCORE'S VIDEO METRIX TOP 100 VIDEO PROPERTIES IN APRIL 2011**

**SANTA MONICA, Calif. – May 19, 2011** – Joost, a digital media company, announced today that its newly re-launched, owned and operated video portal, Joost.com, has experienced substantial growth in April according to comScore's Video Metrix Top 100 Video Properties report. Ranked #68 among video sites by content, Joost.com reached 1.84 million unique viewers and streamed 4.08 million videos, and continues to show further growth projected for May.

Joost.com was able to obtain its impressive reach and streams with exclusive, premium content like JACKASS 3.5. The latest installment of the highly successfully JACKASS franchise premiered on Joost.com on April 1st. By placing Joost's video player on various social media platforms like the Jackass Facebook page - home to more than 12 million Jackass fans - and rolling out new episodes every Tuesday and Friday, Joost.com was able to increase its presence in a crowded marketplace.

"Joost.com has quickly become a very prominent part of our overall Joost business," said Nick Higgins, President of Joost. "Not only do we exclusively represent sites like YoungHollywood.com and Fashionising.com, and operate a successful video network with a potential reach of over 57 million monthly uniques, but we are a video publisher as well. With this commitment to video, we are developing deep insights into the drivers of video consumption habits. And coupled with our innovative technology developments, we are fast becoming global subject matter experts in video."

"We've started 2011 at an extremely fast pace and there are no signs of slowing down. I'm proud of our team and our accomplishments to date," continued Higgins.

### **About Joost**

Joost, a digital media company, is a fully owned subsidiary of Adconion Media Group ([www.adconion.com](http://www.adconion.com)). Joost provides an effective multi-channel platform dedicated to building brands online. It offers exclusive audience and premium content partnerships along with the impressive reach and scale of the Joost video network.

DoubleVerify and IASH compliant, Joost provides engaging and high impact brand solutions for advertiser seeking to reach their targeted audience through in-stream and in-banner video advertising.

Furthermore, the owned and operated Joost.com offers current, curated and premium video content for online entertainment seekers. For more information about Joost, please visit <http://joostmedia.com>.

Media Contact:

SoYun Kim  
Joost  
[soyun.kim@joost.com](mailto:soyun.kim@joost.com)  
310.382.8936