

Joost reaches 40 million through Netlog alliance

Europe's largest social network gets direct access to Joost videos

London - March 05, 2009 – [Joost](#), the global video web service, has partnered with [Netlog](#), a leading social network in Europe. The deal will allow Netlog's 40 million users to access Joost's video library directly from the social network's home page. The Joost partnership will give Netlog users the chance to enjoy films, TV shows, music videos and much more directly from their profile. They can also share videos with their friends and comment on friends' clips using existing Netlog features.

All Joost activity will be posted on the Netlog feed, allowing Netloggers to keep track of how their friends are using the tool. This will also integrate Joost into the Netlog platform – and give Netlog members another reason to share content and connect with their friends.

“Friend-to-friend recommendations have always had a powerful influence, particularly on the movies and TV shows our members watch,” said Toon Coppens, CTO and co-founder of Netlog.

“We are happy to work with Joost to expand the entertainment opportunities for our members, particularly because Joost delivers high-quality, localised content – just like Netlog,” he continued. “With 60 per cent of our members aged between 14 and 24, it's crucial we keep them engaged with relevant and entertaining content.”

“Netlog's innovation in social interaction makes them a great partner for Joost,” said Stacey Seltzer, SVP of Business Development for Joost. “Social interaction and community has always been important to video viewing in an offline world, and Joost is committed to bringing that experience online.”

Over 57,000 videos are currently available globally on Joost. The platform is also rolling out localised content in Benelux and Germany, and plans to continue building its localised offerings in each of Netlog's key markets.

About Joost

Founded by Janus Friis and Niklas Zennström, Joost brings video and social interaction together online. All of the video on Joost is professionally produced and streams on-demand to people around the world for free in a high-quality format. Today, Joost has more than 57,000 program

elements, including more than 400 television series and 1,200 movie and short film titles, and 18,000 music videos. For more information, visit www.joost.com.

About Netlog

Netlog is a fun and entertaining social community very popular with young people around the world. On Netlog members can communicate and connect with friends, like-minded people and local communities, can play games and compete against their friends or upload and share videos and photos. The site is available in more than 25 languages and has more than 40 million members. For more information about Netlog please go to <http://en.netlog.com/go/about>.

Joost Press Contacts:**UK/ EU**

Kate Larkin

UK Mobile: +44 791 788 2921

US Mobile: +1 917 488 7852

Email: kate.larkin@joost.com

US

Kerry Vance

Mobile: +1 646 330 0737

Office: +1 212 295 5866

Email: kerry.vance@joost.com

Netlog Press Contact:

Ana ADI

Office: +32 2 400 43 21

Email: ana@netlog.com