



Video Detective Chosen for Slide FunSpace Channels

FunSpace the Most Popular Application on Facebook Platform

SAN FRANCISCO – October 1, 2008 – Slide, Inc., the world’s largest producer of applications for social networks, has chosen IVA’s Video Detective to be included on its FunSpace Channels. The FunSpace Channels, which launch today, will enable Facebook users to discover and share the hottest TV, music and celebrity video content. This integration marries the entertainment power of online media with the distribution power of FunSpace, the leading application on the Facebook platform.

Other media partners include CBS, Current Media, E! Entertainment, FUEL TV, Hulu, , TMZ and Universal Music Group. Other popular online media partners include 236.com, Break Media, CollegeHumor, Howcast, and YouTube. Slide intends to roll out the service on other social networks over the next year.

“Slide enables media companies to leverage the enthusiasm that millions of Facebook users have already shown for finding and sharing media on FunSpace, and offers those users the highest caliber of content available,” said Keith Rabois, Vice President of Strategy and Business Development at Slide

“We’re delighted to be a part of the FunSpace Channels,” said Rhodes Mason, IVA’s Director of Business Development. “Our great library of movie previews is a great fit for Facebook and for Slide.”

With 20 million active users monthly and more than 7 billion posts to date, FunSpace has become the most popular third-party application on Facebook in just over a year. On average, people who share videos on FunSpace send them to more than 50 friends, and interact with the product several times a week

About Slide, Inc.

Slide is the world's largest publisher of social entertainment applications. We offer people the ability to engage and have fun with one another using the relationships they've already developed on social networks such as Facebook and MySpace. The social

networks benefit from increased activity, advertisers benefit from an exuberant audience, and our users can share favorite videos, send virtual lattes or even throw sheep at each other. At Slide, we take fun very seriously. That's why more than 160 million people interact with our products – including SuperPoke!, Top Friends, FunSpace and Slideshows – every month, making Slide one of the largest Web properties in the world. Slide launched in 2005 and was founded by PayPal co-founder Max Levchin.

About Internet Video Archive

Internet Video Archive is the entertainment industry's leading aggregator of movie and TV trailers, game previews and music videos. With over 500,000 unique video assets from over 1200 content providers, IVA has established a reputation as the archive of record for audio visual samples. Meticulous data husbandry, combined with world-class digital video encoding, hosting and serving systems that are secure, scalable, customizable and cost-effective have lead hundreds of clients to integrate IVA products into their entertainment ecosystems. The company also operates consumer facing web sites www.singingfool.com and www.videodetective.com where it gathers user preferences and tests promotional concepts. More information can be found at www.internetvideoarchive.com.

Contacts:

Pam Horovitz
Director of Communications
IVA
856 310 1981 x 123
pamh@internetvideoarchive.com

Tammy H. Nam
Director, Communications
Slide, Inc.
(415) 425-9142
tammy@slide.com