



## United Business Media

### PR Newswire's MultiVu™ and Spot Runner® partner to deliver cost-effective multimedia news packages featuring online video

#### Partnership Combines the Spot Runner Production Network with PR Newswire and MultiVu's Multimedia Development and Distribution Capabilities

New York, October 03, 2008 - MultiVu™, PR Newswire's multimedia and broadcast PR company, and Spot Runner®, a technology company developing the next generation of advertising services, announced today the launch of the MultiVu™ Spot Runner® MNR, a more affordable, all-in-one solution for planning, producing and distributing videos via multimedia news releases (MNR) and direct online video postings.

"Spot Runner's vast production network and creative expertise make it the perfect partner for PR Newswire and MultiVu to expand our online video capabilities and resources. This service enables us to provide our members with a more affordable, comprehensive MNR package that features integrated online video," said Todd Grossman, vice president of Sales, MultiVu, a PR Newswire company. "The MNR is our fastest growing service because more and more companies realize that multimedia content offers the ability to attract a wider and more diverse audience. In fact, our internal data shows that our MNRs with video receive over 35 percent more pickup than those without video."

The MultiVu Spot Runner MNR leverages the Spot Runner Production Network, a global network of thousands of filmmakers and video journalists, and MultiVu's multimedia development and distribution expertise to offer companies a three-step, collaborative process for creating customized videos and disseminating the content online. Working with a MultiVu representative, companies first receive counsel on the details of the script and video content for their MNR. Spot Runner and its filmmakers then work with MultiVu and the company to create a quality 30, 60 or 90 second video for the MNR, with Spot Runner managing creative production. Once the video content and script are complete, MultiVu assembles the final MNR and manages its distribution via PR Newswire and MultiVu's global distribution network, which includes over 40 video sharing sites such as YouTube, Metacafe, Crackle and Blinkx. Companies can also feature the online videos from their MNRs on their own websites.

"With the explosion of online video, more companies are seeking options to create compelling and informative multimedia content," said Rosabel Tao, vice president of Corporate Communications at Spot Runner. "The Spot Runner Production Network gives us the ability to quickly deploy a local filmmaker to capture onsite footage of a client's business. The combined forces of PR Newswire, MultiVu and Spot Runner have made it easier and more affordable than ever before for a company to add online video to its communications arsenal."

Grossman concluded, "According to a December 2007 Pew survey, 48 percent of internet users have visited a video-sharing site, representing a nearly 50 percent increase from last year. This increased attention combined with the fact that MNRs can serve a variety of communications needs, from product launches, to customer successes, to informing Wall Street about financial

earnings through on-camera executive interviews, has driven an increasing number of our members to use multimedia content to enhance their news releases."

For more information, visit: [www.spotrunnerandmultivu.com](http://www.spotrunnerandmultivu.com)

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#### **About MultiVu™**

MultiVu™, a PR Newswire company, provides unsurpassed broadcast and multimedia production and global distribution services to organizations that want to reach the media, financial community, general public and other key audiences with their visual and audio messages.

Using the latest technologies and the vast distribution resources of PR Newswire, MultiVu™ multiplies the number of opportunities an organization has to communicate with specific audiences. A variety of current and developing platforms for tape and digital content make this possible, including traditional broadcast TV and radio, financial networks, company intranets, the web and wireless devices.

#### **About PR Newswire**

PR Newswire Association LLC ([www.prnewswire.com](http://www.prnewswire.com)) provides electronic distribution, targeting, measurement and broadcast services on behalf of tens of thousands of corporate, government, association, labor, non-profit, and other customers worldwide. Using PR Newswire, these organizations reach a variety of critical audiences including the news media, the investment community, government decision-makers, and the general public with their up-to-the-minute, full-text news developments.

Established in 1954, PR Newswire has offices in 14 countries and routinely sends its customers' news to outlets in more than 170 countries and in more than 40 languages. Utilizing the latest in communications technology, PR Newswire content is considered a mainstay among news reporters, investors and individuals who seek breaking news from the source. PR Newswire's leading services include ProfNet(SM), eWatch™, MEDIAtlas™, Search Engine Optimization, MediaRoom, MediaSense™, MultiVu™, U.S. Newswire, the preeminent policy newswire in the industry, Vintage Filings, the fastest growing Edgar filing company, and Hispanic PR Wire, LatinClips and Hispanic Digital Network, the foremost Hispanic communications services.

#### **About Spot Runner**

Headquartered in Los Angeles, Spot Runner is a technology company that is developing the next generation of advertising services. Spot Runner's mission is to make advertisers successful by revolutionizing the entire advertising process € including the way ads are created, targeted, bought and sold. Spot Runner provides advertisers with a technology-driven suite of creative and marketing solutions that enable advertisers to optimize their campaign results across a variety of media, including television, radio, online, print and out-of-home. Visit Spot Runner online at [www.spotrunner.com](http://www.spotrunner.com).