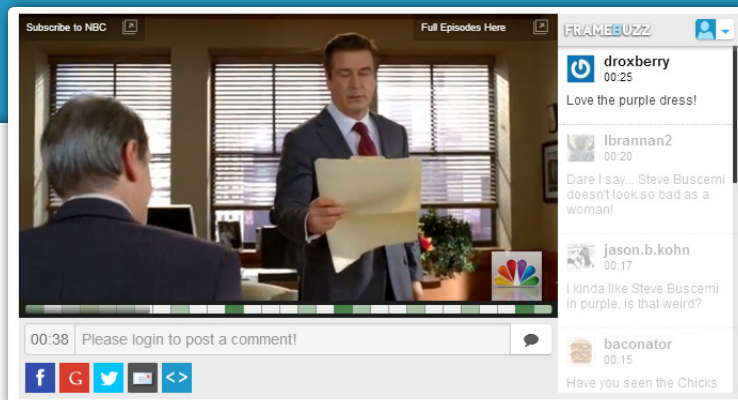


FRAME BUZZ

Overview

FrameBuzz is a social video platform that lets people share comments and conversations around online video content on sites across the web. An Austin-based, privately held company, FrameBuzz creates a new viewing experience for online video, letting people interact socially as if they were viewing together live, even if they're watching at completely different times. For websites, it provides a powerful new tool to better understand and target their audiences, and grow their brand.



The Problem: I Want My Social Video!

Social media and video content should be a match made in heaven. But in today's marketplace, online video is from Mars, social networks are from Venus. Think about it: You can discover and share video content via social networks, but when it comes to the experience of watching, you do it on your own. By yourself. All alone.

Where are your friends and follows from around the web? You can use a comment section under a video, but the conversation is all after the fact—you can't interact while you watch. And the social tools that do let you do that, like Twitter and Facebook, work only for live TV.

FrameBuzz: The Missing Piece in Social Video

FrameBuzz adds streaming comments to online videos, letting users interact with each other moment by moment as they watch, even when they're not watching at the same time.

Using the patent-pending web-based application, users can add comments to videos as they watch, and see comments from others play out at the specific time in the video they were made. In this way, FrameBuzz transforms any online video into a hub for questions, conversations and impromptu communities.

Why FrameBuzz Matters

FrameBuzz lets viewers engage with each other around online video content in a way that wasn't possible before. No matter what kind of video content you host, FrameBuzz lets you:

- Turn your videos into a dynamic social destination where viewers can connect with other people around the content they care about
- Reach a wider audience as your viewers gain friends and followers on other sites
- Promote more sharing of your content; viewers aren't just sharing a link, they're sharing their personal experience watching your videos and inviting friends to join them

Why FrameBuzz Matters (cont'd)

- Deepen engagement with your website and brand by augmenting videos with commentary from creators, critics, bloggers and other experts
- Gain vital information about who viewers are and what they think about your content, second by second, through the FrameBuzz analytics engine

The FrameBuzz Management Team Aaron Lindsey, Co-Founder and CEO

Before founding FrameBuzz, Aaron was a senior executive at a highly ranked, Austin-based custom software development company, where he oversaw a broad range of software projects, growing the business by 70 percent during his tenure. Aaron's technology experience spans more than 13 years in multiple industries, with a successful track record of marshalling the right people and resources to deliver exceptional and innovative software products.

Jason Kohn, Co-Founder and CPO

Jason is a technology communications consultant with 15 years' experience working with some of the largest and most successful companies in the industry. He specializes in digital video and TV, helping service providers and TV networks that are developing new ways to deliver video content, and new ways for viewers to engage with it.

James Beswick, Co-Founder and CTO

With deep roots as a technology consultant, James has spearheaded many independent and multimillion dollar projects for Fortune 500 companies. James is also the author of the best-selling books "Ranking #1: 50 Essential SEO Tips to Boost Your Search Engine Results" and "Google Apps Express: The Fast Way to Start Working in the Cloud".

Oliver Meek, Sales and Operations

Oliver has more than ten years' experience in B2B sales across North America, Europe, and Asia. He has previously run sales and business development for two start-ups as well as founded and managed the European division for SNL Financial, LLC.

Lisa Blair, Accounting and Finance

Lisa has a diverse background in financial operations and controls. Her 15-year career has spanned multiple industries and business areas giving Lisa a rich background to see all perspectives of an organization's strategy and operations, and their financial implications.

Start Buzzing

Ready to try FrameBuzz for yourself? You can sign up for a FrameBuzz account at framebuzz.com, for free, in just a few seconds. FrameBuzzing a video for your sight is as easy as embedding a YouTube video. If you can copy and paste a couple lines of code, you can add a dynamic social conversation space to your videos right now.

For more information, contact media@framebuzz.com You can also follow us on Twitter (@FrameBuzz) and like us on Facebook (www.facebook.com/framebuzz)

