



Wonder PL Launches World's First Curated Video Platform for Quality Lifestyle Content

Consumer experience is free of advertising

Tools and business model support professional content creators

Qualcomm Ventures and Universal Music back new quality video platform for creators, brands and discerning audiences

New York & London – March 13th, 2014 – Wonder PL announced today the launch of the world's first curated video platform for quality lifestyle content. With online video users expected to double to 1.5 billion in 2016, Wonder PL designed a new age video platform that supports professional content creators and offers consumers a rich, advertising-free consumer experience across the web, iPhone, iPad and iPod touch.

Wonder PL was developed by Sofia Fenichell of Rockpack and has the financial support of world-renowned names including *Universal Music Group*, Pascal Cagni (formerly General Manager, Vice President, *Apple Europe, Middle East & Africa EMEA*) and *Qualcomm Ventures*.

"As video consumption online and mobile continues to grow at unprecedented rates, we saw an addressable market in quality lifestyle video content that was being overlooked by traditional players," said Sofia Fenichell, Founder and CEO of Wonder PL. "Wonder PL was created to deliver a professional video platform for content creators that makes good business sense, while ensuring an enjoyable experience for consumers. We didn't think the two had to be mutually exclusive and we are finding out that we were right."

Wonder PL's beautiful interface is free of advertising, purposefully creating an enjoyable viewing experience and delivering a highly targeted audience for content creators. The professional offering includes discovery and monetization tools that connect quality content creators directly with relevant audiences, while employing an untraditional business model. The professional video offering includes:

- The most sophisticated hosting and HD streaming capabilities through deep integration with Ooyala
- Fully customizable embeddable player and channel pages on an elegant iOS mobile platform; and a beautiful interface designed to support native advertising
- Data-driven programming enabling creators to target viewers more effectively

- Royalty free music from Epidemic Sound, the largest collection for use in video
- Click-to-purchase', and 'click-to-learn-more' options, driving traffic to content provider sites

“The industry currently trades a free or nominal membership fee in exchange for taking very high platform commissions ranging from 10% to 50%,” said Fenichell. “We believe this is an unsustainable model for creators who need to generate value from their work, and we are disrupting the traditional landscape by taking a different approach.”

Wonder PL allows creators to monetize content while keeping one hundred percent of the profits. With no commission structure and a small flat fee, Wonder PL will continue to innovate, re-investing in new and thoughtful tools not yet available on other platforms.

“People want to live better, feel better and be better. Our mission is to connect time-strapped consumers with quality lifestyle content. The world is full of Wonder,” added Fenichell. “You just need to know where to find it.”

Wonder PL is available free from the App Store on iPhone, iPad or iPod touch or at www.AppStore.com/WonderPL.

About Wonder PL

Wonder PL is the world's first curated video platform for quality lifestyle content with a broader range of categories including wellness, culture, home and family, food and entertainment. Sofia Fenichell of Rockpack developed Wonder PL to deliver a beautiful interface that is free of advertising, purposefully creating an enjoyable viewing experience and delivering a highly targeted audience for content creators. The platform features original and exclusive content from the world's creative thought leaders such as National Film Board of Canada, Open Road Media and MOCA.tv, as well as household names such as Michelin starred chef Tom Aikens, Nicky Kinnaird, founder of Space NK and polar-explorer Inge Solheim. Acclaimed food blog, Food52, film studio 20th Century Fox and Intelligence Squared, the world's premier forum for debate are amongst other exciting partners.

Visit <http://wonderpl.com>/or download the Wonder PL app at www.AppStore.com/WonderPL.

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