



VIDILLION DELIVERS OVER 10 MILLION CONNECTED TV ADVERTISEMENTS PER MONTH FOR LEADING ETHNIC OVER-THE-TOP (OTT) VIDEO SERVICE PROVIDER JADOO TV INC.

03/19/2013 — San Francisco, CA: JadooTV Inc. has chosen Vidillion Inc. as their advertising platform for global connected TV ad delivery. Today, Vidillion targets and delivers over 10 million ads monthly to JadooTV's viewers. By sharing ad revenue with content owners, JadooTV is able to attract premium content for its viewers.

"Connected TV advertisements are an integral part of JadooTV's revenue strategy to monetize content and provide valued viewers the best in South Asian entertainment via a 'freemium' revenue model. We're pleased to partner with Vidillion in diversifying our revenues streams and enabling connected TV ads on our legacy and new set-top boxes." says Sajid Sohail, CEO of JadooTV.

"JadooTV uses our ad targeting and delivery services to diversify their revenue and expand their premium content offerings. Content providers value the revenue-share model JadooTV offers them. Vidillion's complete solution enables this win-win model. By bringing ads, content publishers and video service providers together into a seamless ecosystem we expand the opportunities for all three players to make money," says David Dembitz, CEO of Vidillion.

Vidillion provides ad delivery, analytics and targeting services and, today, is one of the top five connected TV advertising delivery solution providers. Only Vidillion can deliver connected TV ads to any connected TV device from first generation set top boxes (STBs) to state-of-the-art SmartTVs. Vidillion allows video service providers to monetize their content with ads without any additional capital investment.

About JadooTV Inc.

JadooTV Inc. is a consumer technology and services company based in Silicon Valley, committed to delivering Live and On-Demand content to viewers via its proprietary Internet-based set-top box (STB). JadooTV is the leading distributor of Internet-based South Asian television content, bringing television, movies, and music to South Asian diaspora from India, Pakistan, Bangladesh, Afghanistan, Nepal, and Middle East. For more information, visit www.jadootv.com.

About Vidillion Inc.

Vidillion provides ad delivery, analytics and targeting services for connected TV publishers. Today, Vidillion is one of the top five connected TV advertising delivery solution providers. Vidillion offers the only solution that can deliver connected TV advertising to any connected TV device from first generation set top boxes (STBs) to state-of-the-art SmartTVs. Vidillion has integrated with leading ad platforms enabling them to expand their reach to OTT viewers and for content owners to maximize their revenue opportunities. Vidillion's advertising solution has been integrated into leading STB manufacturers to allow any video service provider to monetize the content they deliver viewers. For more information, visit www.vidillion.com or call 1-855-665-5665.