

Pursuit Channel Selects Vidillion for Connected TV Content Distribution and Monetization

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Pursuit Channel, one of the most widely distributed pure hunting and fishing channels in the U.S., has selected Vidillion to distribute and monetize their widely watched television programs in HD on Internet connected devices.

Rusty Faulk, Founder and CEO of Pursuit, comments “Selecting Vidillion to distribute our exciting television content via internet connected devices in HD will help us take our channel into new territories. Pursuit Channel will also be able to leverage Vidillion’s technology and extensive multi-advertiser network to satisfy our avid viewers with relevant ads. In addition, their flexibility in the ability to deliver our content in HD to a variety of devices and applications will bring us a fundamental value that no other connected TV partner can.” He continues to say that along with some new programs and events for 2014, this selection of Vidillion will further their enhancement of their category exclusive IPTV portal. “We’ve been looking for a digital partner whom we could trust to do the right thing for the long haul” Mr. Faulk added.

“Vidillion is pleased to be able to provide Pursuit Channel with our proprietary connected TV linear ad insertion tool for their premium content. Vidillion will stream their channel in HD onto multiple connected TV devices, providing Rusty and his team with a turn-key solution. Vidillion’s integration into various platforms will broaden Pursuit’s viewership numbers while improving their bottom line revenue.” said Dennis Nugent, CEO of Vidillion.

About Pursuit Channel

Pursuit Channel is a leader in the hunting, fishing, and outdoor recreation television network market. Based in Glenwood, Ala., Pursuit Channel is the most widely distributed, pure hunting and fishing television network in the U.S. and is the only outdoor network delivered in DISH (393 PRST) and DIRECTV’s (604 PRST) basic packages, and now with Roku HD gives Pursuit Channel a reach of approximately 42 million TV households, including on numerous cable TV operators. Since its launch in April 2008, Pursuit Channel has continued to expand its programming to meet a variety of interests of outdoor enthusiasts.

About Vidillion

Vidillion built the first connected TV monetization platform, VidTizer. VidTizer enables video content owners and video service providers (VSPs) to make money from content viewed on connected TVs. Vidillion’s proprietary patent pending software allows precisely targeted ads based on device, profile, geography, language and context and verifies ad delivery. VidTizer’s three tier hierarchies of business rules maximizes the revenue from ad inventory and allows content distributors to limit ads to viewers based on profile such as religion, language, device, content or other parameters. VidTizer includes the Vidillion Versatile Anonymous SysTem (VAST) proxy server that allows delivery of ads to non-VAST compliant devices. VidTizer uniquely offers content owners the means to instantly monetize their video

content on connected TVs. Vidillion also offers VSPs TotalStream streaming video-optimized CDN services for reliable, secure delivery and a state-of-the-art streaming experience at a lower cost. For more information, please visit www.vidillion.com.