

MiCasa Cements Strategic Partnership with Vidillion's Advertising PaaS

(PRESS RELEASE)—**September 10, 2014**—MiCasa, the premiere English-language entertainment network catering to Latino viewers, selected Vidillion as its advertising and content distribution partner. The Texas-based broadcasting network selected Vidillion as a partner in distributing and monetizing its programs on Internet-connected televisions and devices. This collaboration will help MiCasa expand its presence in every CTV platform while staying focused on its target viewers in the Latino community.

According to Vidillion Chairman and Founder Dennis Nugent, "Vidillion is proud to announce that we will be providing our proprietary Connected TV linear ad insertion tool for MiCasa and stream their TV channels to multiple IP-based platforms. With Vidillion's advertising platform as a service, TV broadcasters and OTT system operators do not need to develop applications but instead provide a single TV stream. This will maximize revenues without the need for up-front application development and monthly CDN costs."

MiCasa CEO Sean Malatesta said, "After seeing Vidillion's frame-accurate digital ad insertion on other TV broadcaster streams, we selected Vidillion's advertising platform-as-a-service (PaaS) to maximize our CTV advertising revenues." MiCasa is moving towards exposing its channels to more viewers, thus breaking ground into new territories, which in turn will increase revenue opportunities for the network. Malatesta adds, "MiCasa is launching OTA in eight metropolitan areas this year and we will be using Vidillion to deliver the CTV stream to those regions, as well as to our international markets, on multiple OTT and IPTV platforms."

Present technology has created a drastic change in people's viewing habits. The emergence of various video streaming platforms has set the stage for diverse channels and access to even more diverse content. The partnership between Vidillion and MiCasa is a turn towards the right direction in the rising trend of connected TV and IP-based video streaming.

About Vidillion

Vidillion built the first connected TV monetization platform, VidTizer. VidTizer enables video content owner 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 three-tier hierarchies of business rules maximizes the revenue from ad inventory and allows content distributors to limit ads to viewers based on profiles such as religion, language, device, content or other parameters. VidTizer includes the Vidillion Versatile Anonymous System (VVAST) proxy server that allows delivery of ads to non-VAST compliant devices. VidTizer uniquely offers content owners the means to monetize their video content on Connected TVs. For more information please visit www.vidillion.com.

About MiCasa

MiCasa is an English-language network intended for Latino viewers. MiCasa Network's Roku channel provides viewers with a live feed and video on demand, each available through their own subscriptions within the channel.

Contact:

Vidillion
3090 South Durango
Suite 200-E
Las Vegas, NV 89117
Phone: 877 640-6608
Email: info@vidillion.com

MiCasa Networks
Sean Malatesta
Phone: 310.382.4191
Email: seanm@marengknoll.com
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