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Press release

Mydeo to Provide Windows Movie Maker 2 Users with Easy Access to a Global Streaming Network

London, August 4, 2005. Mydeo today announced they are working with Microsoft to enable millions of Windows XP Service Pack 2 users to share their videos on the web using Mydeo's global streaming network and Windows Media Video 9. The video streaming company has integrated its service into the popular home video editing package Windows Movie Maker 2 to allow users to upload their videos directly from its familiar interface.

With this service, Mydeo has become the first company to provide Windows Movie Maker 2 users in the US and Europe with easy access to a global streaming network. Once their files are on the network, the videos are ready for immediate broadcasting. The site offers tools for creating and distributing links and users can even track how many people are watching. Users are free to share their videos as they wish, but most choose to embed them in their own websites or send them in e-mails.

Unlike most hosting services, there are no annual contracts or setup fees for Mydeo; instead users simply pay online for each video as they upload it. Currently Mydeo is offering a free streaming trial for videos up to five minutes long to both new and existing users.

"We have always strived to make Mydeo as simple as possible for users, to bring high quality streaming to everyone - not just the big companies. We are thrilled to be working with Microsoft, and to be such a great fit for a product like Windows Movie Maker 2," said Cary Marsh, Mydeo Managing Director and Co-Founder. "So many homes now have broadband access, digital video cameras and experience in sharing photos, that sharing videos is the natural next step. What Mydeo brings to Windows Movie Maker 2 users is what they are accustomed to; a simple usable service and excellent value."



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"Microsoft is pleased Mydeo has made this useful technology available to Windows Movie Maker 2 users, further expanding the different ways they can share the Windows Media Video 9 files they have created," said Isolina Pommier, a product manager at Microsoft Corp. "The ability to go one step beyond digital images by showing off video clips of a wedding or a new baby gives new meaning to keeping in touch with family and friends."

About Mydeo

Founded in 2004 by Cary Marsh and Iain Millar, Mydeo won the Research & Development Grant for Technical Innovation from the UK Department of Trade and Industry. Mydeo provides quality global streaming video hosting for home and business users. The site provides simple online tools that help users upload, pay for, and distribute videos to friends, family, customers and prospects, as well as live statistics to track how popular videos have been.

For previous press releases: <http://www.mydeo.com/press>

Notes to Press

Mydeo uses the Akamai Network for global storage and delivery together with secure streaming to guarantee security for Mydeo users' content. This means that the humble home video maker can enjoy the quality and reliability of a world-leading streaming network, something they would never have been able to purchase as an individual.

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