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Press release

Mydeo, a 'Start-up to watch for 2006'

London, March 4 2006: Mydeo.com, the UK consumer video streaming service has emerged as one of Britain's top 50 young companies to watch, following an annual survey carried out by Real Business, the UK's leading magazine for growing companies.

Real Business stated that "the future of images is likely to be video ... which is why we're backing Mydeo to make an impact". Mydeo allows users to share their video footage with friends and family with pricing both affordable and dependent on the number of times it is viewed. The Magazine also draws parallels with the huge success of Flickr, suggesting Mydeo is poised to do for video what Flickr has done for images.

Cary Marsh, Mydeo's Co-Founder and Managing Director, commented: "as a young start-up, we are convinced that Mydeo offers something genuinely unique at an affordable price. When people take video, they want to share it with friends and family - we make that possible and very easy to do so. It's great to get this recognition for what we do - we hope that Real Business Magazine's forecasts for the future of video streaming are correct!"

The '50 to Watch' survey is based on hundreds of interviews conducted with university spinouts, VCs, private equity houses, corporate financiers, lawyers, accountancy firms, banks, trade magazine editors and PR companies. Over the years, they've unearthed lastminute.com, Innocent Drinks, LK Bennett and friendsreunited. Mydeo was placed alongside nine other dot coms, with the magazine keen to point out why: "price comparison sites are ruining the margins of retail websites, which is why this year's '50 to Watch' features nine dotcoms, none of which is a plain old retail concept."

Marsh concluded: "As a new company, we're delighted that a well-respected magazine and panel of experts should consider Mydeo in this light for 2006 and we're confident that the service will continue to thrive. After all, it's as easy to do as ordering the shopping online and costs less than developing a roll of film."

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



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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.

Notes to Press

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

Mydeo uses the Limelight Networks 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.

Real Business Magazine's survey of exciting new companies and ventures is now in its sixth year. The survey appears in the February 2006 edition of the magazine and can be viewed at <http://www.realbusiness.co.uk/>.

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