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Press release

Mydeo joins forces with Internet Watch Foundation to fight illegal net content

London, April 11 2006: Mydeo.com, the UK consumer video streaming company, has reinforced its commitment to "fostering trust and confidence in the internet" by joining the BBC, Tiscali, MSN, Lycos, Wanadoo, Three, O2, Cable and Wireless in becoming a Member of the Internet Watch Foundation (IWF).

The IWF provides the UK's only authorized internet hotline, allowing the public to report instances of illegal content online. Mydeo is happy to demonstrate its zero tolerance of illegal internet content by joining those companies who partner the IWF in combating the availability of illegal material, such as child abuse images.

Cary Marsh, Mydeo's Co-Founder and Managing Director comments, "We are committed to helping all our customers enjoy and benefit from sharing their videos securely and safely. Working closely with partners such as the Internet Watch Foundation is an essential ingredient in building trust and confidence amongst our customers"

Peter Robbins, CEO at IWF, adds, "IWF's partnerships with key players in the industry reflect the support from a diverse range of organisations which are all keen to play their part in combating potentially illegal online material. We embrace our new partnership with Mydeo and look forward to working with the company to help protect their services and ensure a safer online environment for their customers. Without the financial support of our members the IWF's work could not continue and develop and Mydeo are a very welcome addition."

With help from its partners, the IWF has reduced the amount of illegal content hosted in the UK from 18 per cent in 1997 to 0.4 per cent in 2005. Its 'Hotline'



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reporting system provides a facility for members of the public to report their exposure to illegal content online. The IWF alerts ISPs whose services are being used to host this content and passes on relevant details to Law Enforcement Agencies.

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.

Real Business Magazine, who highlighted Mydeo as a 'Start-up to watch in 2006', has drawn parallels with the huge success of Flickr, suggesting Mydeo is poised to do for video what Flickr has done for images.

About the Internet Watch Foundation (IWF)

The IWF is the only authorized organisation in the UK which provides an internet 'hotline' for the public to report their inadvertent exposure to illegal content online. The IWF aims to minimize the availability of potentially illegal internet content, specifically; child abuse images hosted anywhere in the world, criminally obscene content hosted in the UK, criminally racist content hosted in the UK. For more information or to report a suspect website, visit www.iwf.org.uk.

The IWF works in partnership with UK Government Departments such as the Home Office and the Department of Trade and Industry to influence initiatives and programmes developed to combat online abuse.



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Notes to Press

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For further information please contact press@mydeo.com

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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.

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