

## Press release

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### Video streaming company Mydeo named HSBC top business in the South East

Mydeo.com, the video streaming company, has been crowned regional winner of the HSBC Start-Up Stars awards at a ceremony held at Newick Park Hotel and Country Estate.



The Start-Up awards are a national UK business event that is backed by Sky News and The Daily Express newspaper. Cary Marsh, who set up Mydeo to provide video streaming facilities for homes users and businesses 16 months ago, is delighted with her company's progress; "To be recognised as a top start-up by HSBC is terrific – they have been a huge support to Mydeo over the last year or so and it's a great boost to crowned us a top start-up in the South East"

Simon Wainwright, head of business banking for HSBC said: "We've been impressed by the vision and determination shown by Cary, and hope that other budding entrepreneurs in the area will be inspired to take control of their own lives by becoming their own boss."

The business was launched in March 2005, just after the birth of Cary's second child, and has already won a Department of Trade and Industry Technical Innovation Award - making Cary one of only four women to receive the accolade.

The company now has more than 40,000 video streaming members in more than 180 countries worldwide with membership growing by 25 per cent each month.

For further information and press releases see <http://www.mydeo.com/press>



Press contacts  
[press@mydeo.com](mailto:press@mydeo.com)  
+44(0)1252 725 346  
+44(0) 7979 592 252

### **About Mydeo**

Founded in 2004 by Cary Marsh and Iain Millar, Mydeo won a 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.

Last year Mydeo became Europe's first and only Movie Maker 2 video hosting provider partner. Mydeo has successfully partnered Tiscali broadband, and the service is now fully integrated into the Orange broadband portal. Real Business Magazine picked Mydeo as 'a start-up to watch for 2006'

### **Notes to Press**

For further information please go to <http://www.mydeo.com> or contact [press@mydeo.com](mailto:press@mydeo.com) +44(0) 7979 592 252 or +44(0) 1252 725 346.

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.

Mydeo Ltd

3 Kingsmill Business Park, Kingston upon Thames, Surrey, KT1 3GZ

[www.mydeo.com](http://www.mydeo.com)

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