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Press release

Microsoft 'Innovation Starts Here' book highlights video streaming company Mydeo

26 October, 2006. London, UK. Mydeo.com is proud to announce that it is one of the few companies selected to participate in Microsoft's 'Innovation Starts Here' book which highlights the achievement of some of Microsoft's partners working with the Emerging Business Team.

The book acknowledges Mydeo.com for building a trusted and secure brand which enables customers to upload videos and stream them to anyone they wish in a convenient and cost effective way. Cary Marsh, Mydeo's founder is delighted to be in such illustrious company; "Just 26 companies have been chosen by Microsoft – companies they say are fulfilling real customer needs with compelling solutions. It's a real honour to be included – and a privilege to be collaborating with Microsoft and to be working within Windows Vista"

"Mydeo recognises that there are millions of users who want to stream high-quality footage more securely to friends and family without exposing their content to the vast gaze of a social networking site or giving away their distribution rights," said David Rowe, European lead for the Emerging Business Team at Microsoft Corp". Microsoft supports their vision by incorporating Mydeo as a preferred online content delivery partner within Microsoft Windows Movie Maker 2. Moving forward, we will be working closely with Mydeo to help reinforce their trusted brand and grow their innovative service."

Innovation Starts Here is an in-depth look at how emerging companies have collaborated with Microsoft to increase revenue, reduce costs, and gain a



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competitive edge. The success stories from the Microsoft Emerging Business Team (EBT) demonstrate how companies have successfully built on the Microsoft platform.

Mydeo allows users to upload and globally stream videos to friends, family or potential customers without surrendering their ownership rights, or exposing their personal footage to the vast gaze of the internet community.

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

About Mydeo

Mydeo provides high-quality streaming video hosting for individuals, communities and businesses. The site provides easy-to-use online tools that help users upload and distribute videos to friends, family, customers and prospects, as well as live statistics to track how popular videos have been. Founded in 2004 by Cary Marsh and Iain Millar, Mydeo won a UK Government grant for Technical Innovation. In 2005 Mydeo became Microsoft's first European Movie Maker Hosting Partner.

Mydeo was nominated for 'Best Streaming Service' at the 2005 UK Internet Service Provider awards and Real Business Magazine picked Mydeo as 'a start-up to watch for 2006'.

About the Microsoft Emerging Business Team

The Microsoft EBT works with venture capitalists (VCs) and start-up companies worldwide to enable innovation and accelerate the software ecosystem. The Microsoft EBT mission is to identify and facilitate opportunity for start-ups and VCs, acting as the single point of contact and accountability to Microsoft. Since its inception in 1999, the EBT has helped connect thousands of start-up companies with technical assistance, sales and marketing opportunities, venture capital support and other assets to give them a competitive edge.



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Notes to Press

For further information please go to <http://www.mydeo.com> or contact 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.

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