



VMIX MEDIA INC.  
12707 HIGH BLUFF DRIVE  
SUITE 350  
SAN DIEGO  
CALIFORNIA 92130

T 858-792-8649  
F 858-792-5914

## Leading Online Video Platform VMIX Continues Growth With Opening of New York City Office and New Hires

**Digital media management firm enjoying second straight year of triple-digit revenue gains as new customers tap their industry-leading expertise**

SAN DIEGO - February 11, 2009 – As the tough economy shakes out numerous competitors in the online video space, fast-growing online video platform VMIX is emerging as a market leader with year-over-year triple-digit revenue growth and an expanding client list of dominant brands and top media and entertainment groups. Boasting a strong balance sheet, consistent growth, veteran management, and new partner program, 3-year-old VMIX is on target to reach profitability in 2009.

To accommodate its growing client base, VMIX has opened a New York City office and selected digital media veteran Ted Utz to head New York operations. Utz was formerly VP of National Sales at CBS Television Stations Digital Media Group, WorldNow, and Clear Channel Interactive. VMIX began its East Coast expansion last July with a new Atlanta office, and also recently bulked up its San Diego headquarters team with the addition of Brehnen Knight as Regional Director of Business Development. Knight had been with Brickfish, a top social media marketing firm.

“While others may be downsizing or even shutting their doors, we are experiencing steady, solid growth,” noted Mike Glickenhau, VMIX President and CEO.

VMIX’s expanding clientele now includes new customers Scion, Burton Snowboards, and ABC’s Dancing with the Stars. These esteemed brands join not only such media entities as Tribune Company, McClatchy, Lee Enterprises, Raycom, Lin, and Post-Newsweek Stations, but also leading brands and organizations including the American Cancer Society, JVC Electronics, and Pure Digital Technologies, makers of the Flip Video family of camcorders.

The firm’s newly expanded Partner Program adds key technology partners such as Akamai and Clickability, and provides its growing ranks of channel partners, resellers and solution providers around the country with the tools to aggressively pursue new business opportunities. VMIX is continuing its successful penetration in the Enterprise arena, offering companies a highly cost-effective way to improve communications and better engage clients, partners and their own employees using online video.

“These days more than ever, our current and prospective clients are looking for a robust, flexible, and easy-to-use online video platform, which is exactly what VMIX provides,” added Glickenhau. “We deliver not only the platform, but also maximize ROI through various monetization strategies in areas like advertising, sales, and marketing; and financial efficiencies in training, customer service, human resources, and more.”

### **About VMIX**

VMIX ([www.vmix.com](http://www.vmix.com)) is a leading provider of Software as a Service (SaaS) online video and digital media management solutions. The VMIX online video platform makes it easy for website publishers to engage their online audiences, increase ad revenue and grow their business. The company is the trusted partner of news, entertainment and enterprise companies like Tribune Company, McClatchy Company, Lee Enterprises, and Warner Bros/Telepictures.

###

For more information, contact:  
Jennifer Juckett, VP Marketing  
858.792.8649 x117  
[Jennifer@vmix.com](mailto:Jennifer@vmix.com)