



## **Motionbox Announces New Service Allowing Personal Video Downloads for Apple TV**

*Subscribers to enjoy downloads of High Definition Quality Personal Video*

**New York, NY – April 12, 2007** — Motionbox, the service that makes personal video worth sharing, today announced plans to give subscribers the ability to share HD quality personal video via Apple TV, making it even easier for families, friends, and groups to enjoy their personal video.

As part of a set of premium services launching later this quarter, Motionbox plans to enable subscribers the ability to download their personal videos to Apple TV, as well as iTunes and Video iPod, supporting all video formats including HD. Subscribers and their friends and family will be able to share HD quality personal video in their homes via Apple TV. To learn more about this exciting new service, go to:

[www.motionbox.com/downloads](http://www.motionbox.com/downloads).

“Our goal is to give consumers the highest quality video experience,” said Chris O’Brien, CEO and Co-founder of Motionbox. “Given the surge in HDTV and HD camera sales, we are very excited to be the first video sharing site to announce the ability to turn personal video into a true HD experience. This will be a great way for everyone to watch personal videos on the big screen in their living room.”

In addition to the new video download functionality, Motionbox’s suite of premium services will include increased uploads and storage space.

Motionbox is inviting visitors to download a Motionbox demo video to their Apple TV, iTunes, or Video iPod. To experience this unique service, visit:

[www.motionbox.com/downloads](http://www.motionbox.com/downloads) .

### **About Motionbox**

Motionbox is the online personal video sharing service that makes sharing videos as easy and fun for consumers as sharing photos. With Motionbox you simply highlight the moments you care about the most and share them instantly. Based in New York City, Motionbox was founded by media and technology industry veterans with years of experience in streaming media, social networking and subscription Internet products.

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

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**Press Contacts:**

For Motionbox:

Leila Pflager

646-442-8743

[Leila.pflager@motionbox.com](mailto:Leila.pflager@motionbox.com)