



MOTIONBOX UNVEILS ITS PREMIUM SERVICE PROVIDING CONSUMERS WITH THE MOST COMPREHENSIVE AND SECURE SOLUTION FOR PRESERVING, SHARING AND ENJOYING PERSONAL VIDEO MEMORIES

Consumers can finally move beyond the PC this holiday season with TV-quality iPod downloads and new handheld video flipbooks called Motionbooks

NEW YORK, Nov. 13, 2007 –Motionbox (www.motionbox.com), the web site that makes it as easy for consumers to share and enjoy their personal videos as it is for them to share photos, today introduced a new premium service that delivers a complete, secure solution for uploading, storing and sharing precious video memories. Motionbox has also introduced TV-quality iPod downloads and new video flipbooks for sale, called Motionbooks, to coincide with the premium service launch.

Motionbox's free service, launched in 2006, took the first step in changing the way average consumers stored, shared and consumed their personal video by combining the power of cutting edge online video tools with a simple and easy to use web interface. Instead of continuing to keep their personal videos trapped on their camcorders, digital cameras and mobile phones, Motionbox made it possible to move that video onto the web quickly and easily, to create mini-home movies without any complicated editing software and to share those videos with family and friends.

With the launch of the premium service and Motionbooks, its first physical product, Motionbox takes its service to the next level. For just \$29.99/year, Premium Members will be able to enjoy all the benefits of the free service and gain the ability to safely store and manage their entire video library with unlimited uploads and capacity. As a means of providing members with more ways to "consume" their videos beyond the screen of a personal computer, the premium service also enables TV-quality downloads that can be transferred and viewed on portable devices such as iPods and in living rooms on Apple TVs.

The introduction of Motionbooks makes sharing videos even more enjoyable by allowing both free and Premium members to create customized flipbooks using video they have uploaded to Motionbox. Users are able to select a video from their video folder and simply highlight a 15 second clip from the frame selector. Each frame from this clip is printed in high-quality images and exported into a 3.5" x 2" Motionbook with four-color cover art and personalized titles, for a cost of only \$8.99 each.

“The introduction of Motionbooks represents a real milestone in our mission to provide everyday consumers with fun, easy ways to mix, preserve and share their personal videos with their friends and family,” says Chris O’Brien, CEO of Motionbox. “While online users are accustomed to these kinds of products from photo sites, we believe this represents a revolution in the consumption of personal videos and the next generation of the photo book.”

Once Motionbox members experience the premium service, they will quickly realize that using traditional wallet photos to show off their memories is a thing of the past. This holiday season Motionbox is giving its members the opportunity to replace the ordinary family holiday card, and instead, give the gift of motion.

About Motionbox

Motionbox provides consumers with a powerful and comprehensive set of online tools, which allow them to easily upload, manage, store, and share their personal video memories. Consumers choose between two membership options, free with limited storage, mixing and uploading capabilities and premium with unlimited storage, downloadable options. Motionbox also offers hard-good products that allow consumers to enjoy personal videos beyond devices and computers. 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. Visit <http://www.motionbox.com> for more information.

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