

PRESS RELEASE

BRAINIENT REACHES AGREEMENTS WITH FOX NETWORKS AND THE TIMES GROUP INDIA

December 16, 2010 - London, UK Brainient, the interactive advertising platform which recently secured \$800,000 in VC funding has reached agreements with FOX Networks and The Times Group - India's largest media and entertainment conglomerate - to start offering Brainient's innovative new advertising formats.

FOX Networks, one of the largest international ad networks, is the online division of FOX International Channels. The network, which serves +20 billion impressions each month globally, leverages Fox International Channel's TV and online teams around the world to facilitate the convergence of TV and online video planning and buying.

Laurence Ransley, Sales Director .FOX Networks, commented: "Our properties have seen a tremendous growth in video consumption and advertising and we are excited to further enhance our leading position in this market by offering innovative new formats to our clients."

With a history of 168 years, The Times Group is a market leader across all media platforms and includes brands such as The Times of India, world's largest broadsheet English daily and The Economic Times, the world's second largest financial daily.

Rishi Khiani, CEO of Times India CEO commented: "Times India has seen a tremendous growth in video consumption and advertising and we are excited to further enhance our leading position in this important market by offering innovative new formats for our clients."

Brainient is set to help both FOX Networks and The Times Group deliver interactive video advertising through the company's flagship product, BrainStudio. BrainStudio is an innovative platform designed for publishers and media agencies to add interactive overlays to pre-rolls and other video content through a simple drag-and-drop interface.

Lippe Oosterhof, Head of Business Development Brainient, commented "Interactive video formats deliver a very compelling ROI to the advertiser but are often challenging to deploy. Brainient makes it easy for publishers to sell, run and measure interactive video formats and we are thrilled to help deliver these benefits to .FOX Networks and the Times Group as well as their respective clients."

For further information please contact:

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About The Times Group

The Times Group is the largest media conglomerate in India. It is headed by brothers Samir and Vineet Jain. The company has eleven publishing centres, fifteen printing centres, fifty-five sales offices, Over 7000 employees, five dailies, including two of the largest in the country with approximately 4.3 million, copies circulated daily, two lead magazines, twenty-nine niche

magazines reaching 2,468 cities and towns, thirty-two Radio Stations, two Television News Channels, one Television Life Style Channel and turnover in excess of USD 700 million.

About .FOX Networks

.FOX Networks (pronounced "dot FOX"), one of the largest international ad networks, is the online division of FOX International Channels. With 150 employees in 19 countries in the Americas, Europe and Asia. The network, which serves +20 billion impressions to +500 million unique users each month globally, leverages Fox International Channel's TV and online teams around the world to facilitate the convergence of TV and online video planning and buying. A wholly-owned subsidiary of the News Corporation (NYSE: NWS)

About Brainient

Brainient builds tools that help agencies and video publishers create interactive video ads. The company is a Seedcamp 2009 Winner, Best Video Startup award winner in 2010 at TechCrunch Europas, Company of the Year at SVC2C 2010 and recently closed a VC round from prominent UK & US investors including Venture Capital Investor Arts Alliance, Dave McClure and Sherry Coutu.