

PHILLY.COM USERS ARE FIRST EVER TO USE REAL-TIME RATINGS TO SCORE THEIR FAVORITE SUPER BOWL COMMERCIALS

Exclusive Partnership with Philly.com and Dialsmith Make Possible Slidermetrix for Unprecedented, Moment-to-Moment User Engagement Experience on Philly.com

PHILADELPHIA (January 31) - *Philly.com*, the most popular news web site in Philadelphia, announced today an exclusive partnership with Dialsmith resulting in the immediate debut of Slidermetrix, providing *Philly.com* visitors the opportunity to score (**philly.com/rateitnow**) their favorite Super Bowl commercials in real-time. *Philly.com* will be able to provide users, and visitors to the site, cumulative scoring for the most popular and favorite moments from all of the Super Bowl advertisements rated over time. Highlights will then be posted on *Philly.com* on Super Bowl Sunday, February 3 and Monday, February 4.

"The investment spent on creative advertisements broadcasted each year during the Super Bowl have become a major part of the spectacle, making the event a true programming experience," said Lexie Norcross, Director of Interstate General Media, parent company of *Philly.com*. "Now *Philly.com* is first in providing an online destination where our users and new visitors to the site can register their opinions of these advertisements in a way that the whole world can view their real-time reaction."

"Super Bowl advertisements are always the talk of the country, and now *Philly.com* is providing our audience the chance to talk back, in real-time, by scoring their favorite ads and comparing their preferences with those of their friends and other *Philly.com* users," said Matt Romanoski, Executive Producer of Sports, *Philly.com*. "We anticipate a tremendous response and believe this will make every Super Bowl party more interactive and entertaining for everyone. We can then use this social rating service approach to determine the most popular moment of all the ads, which promises to be fascinating."

"*Philly.com* visitors will be the first ever to rate Super Bowl ads moment-to-moment and see how their real-time ratings compare to other viewers," said David Paull, Founder and CEO of Dialsmith. "We're excited that *Philly.com* chose Slidermetrix to power this project and look forward to a long-term partnership in providing unique and engaging experiences, like this one, that their visitors and fans will really enjoy."

Dialsmith's unique technology allows groups of online users to rate anything that takes place over time and to determine the most (and least) interesting moments. "Everyone at *Philly.com* is excited to team up with Dialsmith on this exclusive project," said Steve Alessi, Vice President, Digital Advertising and General Manager of *Philly.com*. "We are always looking for new and innovative methods that provide our audience a voice to express their interests and views. Slidermetrix provides a real-time approach that strikes us as highly engaging and that we feel will be embraced by new and existing *Philly.com* users and advertisers. Most importantly, we can see how this approach to ratings can be integrated into other features on *Philly.com* and will continue discussions with Dialsmith regarding those possibilities."

With between 7.5 and 9 million monthly visitors, *Philly.com* is the most popular news web site in the Philadelphia region. It features stories from *The Philadelphia Inquirer*, *Philadelphia Daily News*, and a wide array of original content.

About Interstate General Media

Interstate General Media LLC is the parent company of Philadelphia Media Network (PMN), publisher of *The Philadelphia Inquirer*, *Philadelphia Daily News*, *Philadelphia SportsWeek* and *Philly.com*. With its multiple brand platforms and integrated print and digital products, PMN is the region's largest media network and the industry's technological leader and innovator. Philadelphia Media Network publications reach an average weekly audience of 2.1 million adults – more than the combination of the three early evening television news shows or the combination of those radio stations ranked in the top five during morning drive-time programming.

About Slidermetrix

Slidermetrix is a Software as a Service (SaaS) application that adds moment-to-moment rating capabilities to embedded online video. Through the Slidermetrix application, a fully customizable slider is added below a video allowing viewers to continuously rate it as they watch. Real-time feedback is captured for display back to the viewer or for use in research and/or reporting. For online publishers, Slidermetrix creates a unique and interactive experience that increases viewer engagement and drives metrics for increased ad revenues. For market and media researchers, Slidermetrix offers a fast, cost-effective approach to market test recorded video content. For more information or to view a demo, visit www.slidermetrix.com.

About Dialsmith

Dialsmith is a Portland, Oregon-based technology company that develops products and services for research, audience engagement and live event scoring. We are pioneers in the development of tools for capturing and displaying continuous and moment-to-moment feedback and are the worldwide marketers, sellers and service providers for Perception Analyzer, Perception Analyzer Online, ISX Scoring and Slidermetrix. For more information, visit www.dialsmith.com.

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