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Engage Media Corp introduces the Video-Perspectives portal for business

Video portals designed for business users

September 14, 2007 (Toronto) Engage Media Corp, a leading provider of online video content and engagement tools, and Invado Group, Inc., a marketing consulting practice focused on the technology sector, today launched Video-Perspectives. The online video community application for business is designed to promote dialogue and sharing of ideas through compelling video content and an instant online video recording tool.

Video-Perspectives gives business users the opportunity to actively engage key stakeholders in a rich dialogue, free from geographic or scheduling constraints. Whether connecting with employees, partners, or external constituents, the full expression of video response and on-demand interaction with content increases dialogue in the community. Businesses gain a network of deep insights that can be leveraged and nurtured through powerful reporting and moderation tools.

“Online video is becoming pervasive and the phenomenon of user-generated content a valuable new dynamic for business to leverage,” said Claurette Poole, Co-Founder and Managing Director of Engage Media. “Our clients saw the potential and prompted the development of a video-sharing community that is uniquely relevant to business. Video-Perspectives fosters the richest form of USG, instant video response, and establishes a high quality, sustainable intelligence network for business.”

The Video-Perspectives portal, the latest addition to Engage Media’s online video engagement tool set, allows for custom branding, content categories and reporting features, with unlimited scalability. Members get the user-generated video experience they are familiar with on consumer destination sites, and businesses maintain control over content, context and metrics needed to make the video portal an effective business enabler.

In this joint endeavour, Engage Media and Invado Group have aligned their respective expertise in online video engagement and connecting the right audiences with relevant messaging to deliver a complete video community solution for business. “Nothing beats a face-to-face interaction – it represents the ultimate exchange of ideas,” said Christian Merhy, Invado Group’s Managing Director. “Working as one team with Engage Media we offer clients that face-to-face conversation earlier in the sequence of dialogue to accelerate business.”

Business managers, directors, and executives will find the Video-Perspectives portal most useful for the purposes of group discussion and forums, internal communications, partner or customer advocacy, and development of creative content with approved audiences. Clients will be supported in the launch of their Video-Perspectives portal with target-user forensics, message positioning, and management of initial content and education of members.

The Video-Perspectives portal can create an instant community for business and opens up a unique source of real-time insights to drive business value. The demo micro-site for Video-Perspectives can be found at www.video-perspectives.com.

About Engage Media Corp

Engage Media Corp is a leading provider of online video content and user-directed engagement tools for business. Going beyond awareness campaigns, Engage Media uses the power of video and interactive Web technology to open a dialogue with key stakeholders on their deeper needs. The company offers marketing, sales, communications, and publishing owners a comprehensive tool set of high-impact linear video, in-screen interactive video, and video community applications which dramatically enhance deep engagement and develop key stakeholder insights. Engage Media's head office is located in Toronto, Canada. For more information, contact Engage Media Corp at 647-400-0280, or e-mail sales@engagemediacorp.com, or visit the Engage Media Corp Web site at www.engagemediacorp.com.

About Invado Group, Inc.

Invado Group, Inc. is a marketing consulting practice that helps technology companies increase their sales by eliminating random acts of marketing. Their comprehensive *360° Marketing* methodology ensures that client marketing expenditures lead to the right dialog between an ideal prospect and a well-informed, well-prepared salesperson. Invado Group helps its clients perform target-buyer forensics, optimize their message, mobilize their prospects, and facilitate sales engagements. All assets provided by Invado Group are professional-grade and turn-key, allowing clients to immediately leverage the work to drive successful prospect and customer interactions. For more information, contact Invado Group, Inc. at 727-251-6571, or e-mail at info@invadogroup.com, or visit the Invado Group Web site at www.invadogroup.com.