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Engage Media and Invado Group partner to deliver customer success videos

Online video elevates customer advocacy for technology companies

February 19, 2007 (Toronto) Engage Media Corp, a leading provider of online video content and engagement tools, today announced a partnership agreement with Invado Group, Inc., a marketing consulting practice focused on the technology sector, to produce customer testimonial videos and other interactive media content for Invado's growing customer base of technology companies.

By partnering with Invado Group, Engage Media is expanding its strategic partner base of subject matter and messaging experts to enhance the dialogue its videos create with targeted audiences. The "Customer Advocacy Kit" is a total customer success solution, including a 3-minute video, short teaser clip, professional-grade sales presentation, written story suitable for printed collateral and web viewing, and short "golf cart" conversation sales script.

"We are pleased to be partnering with a growing consulting practice whose strategic marketing services complement our diverse set of creative online video solutions," said Claudelle Poole, Engage Media's Co-Founder and Managing Director. "This partnership further expands our customer base and allows us to focus on the specific communication challenges of technology clients."

"By combining Invado Group's technology marketing expertise with Engage Media's online video capabilities, we are able to offer our clients a comprehensive customer success solution," said Christian Merhy, Invado Group's Founder and Managing Director. "Instead of producing just a printed testimonial or a standalone video clip, we differentiate ourselves by providing our clients with a complete content package that they can leverage in virtually any situation, be it on the Web, through a variety of handheld devices such as iPods or Blackberries, or even face-to-face with a prospective customer."

Engage Media's initial engagements will focus on video customer testimonials and teaser clips that are part of Invado Group's Customer Advocacy Kit practice. Both companies expect the partnership to expand and deepen, with Engage Media developing innovative new media solutions for core practices such as Vertical Marketing, Launch Marketing, and Sales Enablement.

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, business strategy, and publishing owners a comprehensive tool set of high-impact linear video and in-screen interactive video, which dramatically enhances deep engagement. Engage Media's head office is located in Toronto, Canada, with an affiliate office in New York, USA. For more information, visit the Engage Media 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.