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**Engage Media unveils new branding initiative**

*The full potential of online video is revealed in Engage Media's new positioning strategy*

**March 24, 2007 (Toronto)** Engage Media Corp, a leading provider of online video content and engagement tools, today unveiled its new brand identity, including a re-designed corporate Web site and brand colours, along with new positioning as the company that creates “Media That Moves” people and the business.

Since opening its doors in 2003, Engage Media has innovated and evolved to meet its client's online video needs. The new positioning, which reflects Engage Media's online video solutions to broader business needs that just marketing, is an expression of the company's commitment to innovation, emotive content, and actionable insights for the business.

“Our new branding is a powerful expression of Engage Media's position as a leader in the use of online video engagement to connect with an audience and drive business value,” said Engage Media's Co-Founder and Managing Director, Claudelle Poole. “It communicates our seasoned practice of both creative impact and strategic results where online video is leveraged to solve business problems. It stands for the extensive capability we give our clients to advance their businesses through innovative applications of online video and key insights developed.”

Later this year, the company plans to launch a platform where its key stakeholders can meet to share ideas on how online video can enable business. As a network of peer insights, Engage Media's platform will be a place where the industry can come together and explore new online video strategies for business.

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**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](http://www.engagemediacorp.com).