



FOR IMMEDIATE RELEASE

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SellPoint, Inc. and Flixmedia launch 'Global Alliance Programme'

Market leaders combine respective syndication networks across NA, EMEA and APAC to deliver unprecedented global retailer reach for vendors.

Flixmedia and SellPoint, the two leading providers of syndicated product content to online retail venues, have combined forces to provide marketers with unprecedented access to a global network of online retail venues in markets through a single point of contact.

The combination of Flixmedia's retail syndication networks from EMEA and APAC, with SellPoint's North American network, provides a direct conduit to over 500 of the world's most popular online retail shopping venues in over 35 countries, across the North American, EMEA and APAC regions, via a single, Global Agreement with either company.

Scott Lester, CEO Flixmedia commented, "both SellPoint and Flixmedia Vendor partners have been asking us to deliver a single, global agreement for content syndication, locally managed, whilst centrally controlled. The Global Alliance Programme enables vendors to benefit from local representation in numerous countries and delivers the most comprehensive retail content syndication network available. "

The Global Alliance Programme will not only deliver a robust global syndication platform for vendors, but will also lower costs due to the gain in economies of scale. It also simplifies the technicalities of global syndication.

Rick Martin, CEO SellPoint; "Our systems are tightly integrated to support mutual service level agreements (SLA's) in each of our supported markets. A key advantage provided by our Global Alliance is that regardless of where the client is based, they will have a single point of contact, and a single reporting interface to measure global or regional metrics. To the client, the interaction between Flixmedia and SellPoint runs very much in the background. Until now, brands have been faced with having to select multiple content providers to achieve a global reach. Combining our syndication networks was a perfect strategic fit for both parties and a major step forward in the service offering and commitment to our global clients.

One of the first partners to benefit from the Global Alliance was Intel, who recently appointed the Alliance to syndicate rich content presenting the benefits of their advanced i3, i5, and i7 microprocessor technologies to online shoppers in markets around the world.

Terry Scalzo, Senior Marketing Strategist from Intel commented, "We partnered with the Global Alliance Programme as it was the only solution that delivered a consistent and compelling presentation of our technology to online shoppers in key markets around the world through a single point of contact. Through the Alliance, we are delivering content to both EMEA and US retailers seamlessly and in a measurable way."

About SellPoint, Inc.

Based in San Ramon, Calif., SellPoint, Inc. is a leading provider of on-demand video product tours and “store within a store” brand stores providing manufacturers of consumer products with controlled, consistent, and highly engaging product presentations syndicated across all of their North American online points of sale. SellPoint's patented Active Product Tours™ combine rich and engaging product images and video with a customizable array of sales support materials, transforming today's static product pages into an active selling presentation that is proven to motivate shoppers to buy.

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About Flixmedia.tv

Flixmedia is a global company leading the provision of online content solutions for manufacturers of consumer goods – including HP, Philips, Dyson, Panasonic and Toshiba. It offers the world standard production of online product videos (QuikClips) and the syndication of manufacturers content to the Flixmedia Global Syndication Network; comprising hundreds of major publishers and retailers across EMEA and APAC.

Founded in 2004, Flixmedia is a privately funded organisation based in London, UK.

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