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For Immediate Release

QLIPSO TO REVOLUTIONIZE SYNCHRONIZED MEDIA SHARING ONLINE

Partnering with leading web sites to let users share any Flash-based media live and simultaneously with friends along with avatars, webcams and voice chat

LOS ANGELES, CA – November 18, 2009 – Qlipso, a revolutionary synchronized media sharing environment was announced today. A portable browser-based application, Qlipso integrates easily onto partner websites to work with any existing Flash-based media anywhere on the web. Users can express themselves with 3D photo-realistic avatars, webcams, or FaceBook thumbnails and interact with their friends live and synchronously while sharing videos, games, music or photo slideshows.

For a concept video, please click [here](#).

“Qlipso really gives business partners just what they need to create a live, social environment around their existing media with no further development costs. Qlipso also offers partners new revenue through a virtual item economy and micro-transactions,” said Jon Goldman, Co-founder, Chairman and CEO.

The Company is finalizing initial partnership agreements with leading game and video-related websites for launch in Q1 2010.

Qlipso does not require users to visit a destination site, upload content or choose from a limited number of sites. Rather, Qlipso users can currently access almost any site to share Flash-based media from within their web browser. Qlipso represents live, spontaneous media sharing with friends not previously available. It goes beyond social networking to pioneer real-time socializing.

Also, Qlipso does not limit users to videos. Users can share any Flash-based media, including games, music and photo slideshows. Qlipso incorporates Facebook Connect, so that users can hang out with the friends they already like without needing to create yet another profile.

The Company will demo Qlipso at the Tech Crunch Real Time Stream Conference in San Francisco and offer a select group of users access to an invitation-only closed beta program. Go to www.qlipso.com to sign up.

The Qlipso name and application are inspired by a Malaysian firefly pronounced “Q’lip-q’lip,” which can flash in sync with other fireflies. Like the fireflies, Qlipso enables users to sync-up their friends and flashing screens anywhere, anytime.

About Qlipso

Inspired by the synchronized flashing of the Malaysian firefly, pronounced “Q’lip-q’lip,” Qlipso is the first completely portable web-based experience that allows users to share any type of Flash-based media live and synchronized with their friends. Personalization options include avatar creation and web-cam support thereby enabling users to interact with each other while viewing the media simultaneously. As a business, Qlipso partners with web sites to allow their audience to invite friends to the partner’s content as well as to open up new revenue streams, like virtual item sales. For more information, visit www.qlipso.com

Qlipso is backed by Jerusalem Venture Partners (JVP) – www.jvpvc.com. JVP is one of the leading venture capital funds in Israel. The fund operates from Jerusalem and manages over \$780 million. JVP focuses on building market leaders in the fields of digital media technology, including gaming and virtual worlds, mobile media, software and hardware applications and Internet advertising. With leading industry venture partners and consultants in New York, Los Angeles and Europe and an international network of strategic partners, JVP leverages its unique market expertise, its dedicated management team and substantial capital base to build companies with the potential of shaping the global markets.