



PRESS RELEASE

CarWale Launches Video Advertising to Help Clients Engage Users Better

CarWale, India's No. 1 Automotive Portal announces the launch of video advertising to help clients deliver engaging and informative ads across screens using Jivox Platform.

Mumbai, 3rd January, 2012 – CarWale, India's No. 1 Automotive Portal, today announced the launch of video advertising to help clients deliver engaging and informative ads. They will provide ads interactive in-stream ads (pre-roll, mid-roll and post-roll) and in-banner interactive video ad units for their customers. CarWale has chosen Jivox, world's leading multi-screen interactive video advertising company as the technology provider.

CarWale leads the Indian online auto space with 4.3Mn monthly visits and more than 40Mn page views. Addition of interactive video ad capabilities to the website will give advertisers an opportunity to deliver a fantastic experience while showcase their products and services to the Indian car consumer.

“CarWale has been offering video ads in the past as well but the Jivox platform completely revolutionizes the way video ads are served. We are very excited to have this technology on-board as it not only works for our clients but also is bliss for our visitors.” said Avijit Bhattacharya, Senior VP – Sales, CarWale.

“We welcome CarWale's adoption of the Jivox platform and are glad to enable them to sell high impact, high value in-stream and in-banner interactive video ads.” said Rahul Tambewagh, Director, Platform Sales, Jivox. “We have trained and certified their Ad Operations team so they are able to get maximum benefit from our platform. Jivox support team will be there to help with campaign optimization, ad creation, tag generation, in-stream and in-banner integration and together delivery high engagement campaigns.”

About CarWale

CarWale is India's No.1 auto portal which empowers and handholds the car buyers to research and make a car buying decision. Owned by Automotive Exchange Pvt. Ltd., CarWale is backed by “Axel Springer” Europe's leading multimedia corporations and owners of AUTO BILD, the world's biggest selling automotive magazine and “The India Today Group” India's largest magazine publisher and owner of the leading Indian news channel AAJ TAK.

India's No. 1 Automotive Portal has crossed the 3 crore unique visitor mark on its website www.carwale.com since its inception in 2005 and have influenced more than US\$ 3bn of car transactions in India. Since its inception, CarWale has been honoured with many prestigious awards including the Red Herring Asia Top 100 (twice in 3 years), and PCWorld Web Award for best automotive website. Recently CarWale was showcased as one of the 3 Innovative Enterprising Indian Companies in the 'Serving the Indian Consumer' category at TIE summit, Mumbai. For more information about CarWale, please log on to <http://www.carwale.com>

About Jivox

Jivox is the leading multi-screen interactive video advertising technology company. The Jivox platform enables networks, brand advertisers, digital agencies and publishers to deliver highly engaging video ads powered by interactive and social sharing features. Using Jivox creative tools, interactive video ads can be easily authored and delivered in-stream, in-banner, on mobile devices and tablets. Jivox technology eliminates typical challenges associated with delivering video ads across multiple screens and connected devices, such as HTML5/Flash, operating systems, browsers, video encoding, form factor and other issues. Jivox also

provides sophisticated campaign performance tracking, brand awareness and purchase intent analytics for advertisers via BrandGage -- its proprietary real-time analytics platform. The Jivox platform is used by several hundred media companies and agencies including AdBrite, Bloomberg, Komlli, Weather Underground, Sun Times Media, InteractiveOne, Starcom, OMD, FUOR Digital, GroupM and Lee Enterprises. For examples of Jivox ads see: <http://www.jivox.com/demoads>.

Jivox is a privately held company headquartered in San Mateo, California with a development office in Bangalore and India sales offices in Bangalore and Mumbai. For more information about Jivox, please visit <http://www.jivox.co.in>.