

Young Hollywood Teams with VoloMedia to Offer Ad-Supported Portable Video

- Fast growing site goes mobile with celebrity content via video podcast and iPhone app -

SUNNYVALE, Calif — May 19, 2009 — VoloMedia Inc., the leading provider of advertising and reporting solutions for portable media, announced today an agreement with the increasingly popular entertainment site YoungHollywood.com to provide ad sales, ad insertion, audience measurement, reporting, and distribution products for Young Hollywood's video podcasts, <http://www.younghollywood.com/podcast.php>.

Young Hollywood, which offers the ultimate insider's perspective on celebrity lifestyles, also partnered with VoloMedia to create an iPhone application that will allow video from YoungHollywood.com to be played directly on the device. By extending the reach of its video podcast from the PC to the iPhone, Young Hollywood can now deliver news and information about Hollywood lifestyle, fashion, and culture to its fans both on-demand and on the go.

As part of the agreement, VoloMedia will manage ad sales for Young Hollywood's video podcasts. Through its nationwide sales team, VoloMedia enables Young Hollywood to maximize inventory value to a larger network of branded advertisers.

"We performed extensive due diligence in identifying the right partner, and VoloMedia offers exactly what we're looking for," said R.J. Williams, Founder and CEO of Young Hollywood. "The fact that you can work with one company to bundle sales, ad insertion, and reporting in both podcasts and iPhone applications offers a very compelling value proposition."

"Young Hollywood recognizes the power that portable media has to reach and engage audiences – whether through the PC or iPhone applications," said Brian Steel, President and CEO of VoloMedia. "VoloMedia's premium ad network, sophisticated metrics, and unique technology offer innovative companies like Young Hollywood the ability to stay connected to their increasingly fragmented audiences."

VoloMedia extends the reach of video and audio from the PC to devices such as smartphones (e.g., iPhone, Android) and media players (e.g., iPod, Touch) whether connected or offline. The company's patented products and technologies enable dynamic advertising insertion, targeting, measurement, reporting, and campaign management within RSS-based portable video and audio.

About YoungHollywood.com

YoungHollywood.com is a leading online entertainment destination that offers fans one of a kind original celebrity video programming, information and news – always aiming to provide an authentic take on Hollywood life and culture. YoungHollywood.com was founded in early 2007 by producer and host, R.J. Williams, who also serves as the company CEO. www.younghollywoodnetwork.com.

About VoloMedia, Inc.

VoloMedia provides a unique combination of products with a nationwide ad sales team to deliver advertising and reporting solutions for portable media, extending the reach and monetization of video and audio podcasts. The company's products and services are utilized by some of the largest and most well known media companies, including ABC News, FOX News, MSNBC, Washington Post/Newsweek, and Public Radio International in its Business, News, and Politics podcast verticals. Other VoloMedia content

verticals include Entertainment, Health, Music, Sports, Technology, Video Games, and Women.
<http://www.volomedia.com>.

For more information, contact:

Brian Posnanski for VoloMedia
314-968-7712, bposnanski@gravitas-pr.com

Eileen Koch for Young Hollywood
310-441-1000, eileen@eileenkoch.com