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DIGITAL COLLEGE NETWORK TEAMS WITH iPOWOW! TO MEASURE ATTITUDE AND OPINION OF COLLEGE COMMUNITY

*Research Tool for Online Video to be Incorporated into DCNLive.com Videos and
in Campus Bookstore Broadcasts Nationwide*

Mountain View, CA, January 18, 2009 – iPOWOW!, a developer and service provider of market research tools for gathering viewer opinion through online video, has struck a partnership with Digital College Network (DCN), a media company specializing in advertising signage in college-based retail environments.

Beginning this week, DCN will incorporate iPOWOW!’s survey interface into videos on DCNLive.com, a site exclusive to the college community, to collect real-time data for their upcoming spring break events. iPOWOW!-enabled videos will create polling opportunities and gather live audience feedback, providing valuable data for major advertising brands. They will also be used in DCN broadcasts to digital signs across their network of campus bookstores, collecting student survey and focus group results.

DCN is North America's largest collegiate digital network, airing user-generated content from colleges and universities around the country and reaching more than 4.3 million college students, faculty and alumni every month in more than 300 locations.

“This is a huge step for interactive marketers,” said iPOWOW! founder Gary Davis. “Our relationship with DCN will enable brands to optimize their engagement with college viewers, an audience that is highly digital. Whether in dorms, on their mobile phones or in the campus bookstores, advertisers will be able to reach this key demographic. Not only will they better engage this audience, they’ll also accurately measure their audiences’ perception in real-time. It’s a great asset for them.”

“We’re always looking for solutions to help our advertisers get the most out of their outreach,” said Chris Esposito, president and chief executive officer of DCN. “With iPOWOW!’s technology, our advertisers now have a powerful tool that not only compels our viewers to act, but provides instant and accurate analysis and valuable insight into how well a particular marketing campaign is working.”

DCN broadcasts original content created by students and professionals in five channels: Music, Lifestyle, Entertainment, Sports and All College. The wide range of content allows brand marketers to engage audiences in the 18-24 demographic with relevant advertising. The network also encourages students to opt into a mobile platform, which

can be used by advertisers to provide coupons or gather data. Students are also directed to DCNLive.com, where they can view and upload videos, play games, enter contests and share information with other students. The web site is advertising supported, and content is categorized in the same channels as the in-store network.

About iPOWOW!

iPOWOW!'s technology platform enables brands to transform their online videos into a dynamic two-way communications and research tool, allowing viewers to give their opinions and feedback on the content in real time and via an online "voting" interface. Customers and constituents can engage with brands directly and voice their thoughts on the brand's products and services in real-time. Easy distribution to a viewer's social network creates a viral effect that brands can track through detailed analytics reports, providing valuable demographics and customer intelligence.

For more information please visit www.ipowow.com.

About DCN

The Atlanta-based Digital College Network is America's premier digital network offering advertisers a unique, multi-prong platform for reaching the desirable college-age market via our in-store broadcast network at point of sale, mobile platform, events and student-only web site, DCNLive.com.

For more information, please visit www.digitalcollegenetwork.com or call 678.494.5514.