



WeVideo Launches Social Video Engagement for Marketers

New WeVideo solution enables marketers to extend brand reach by harnessing the creativity of their consumers

Palo Alto, CA – Sept. 18, 2012 – WeVideo (www.WeVideo.com), the world's most powerful and easy-to-use online video editing platform, today announced the release of a new "Social Video Engagement" solution that enables marketers and brand managers to harness the creativity of their consumers through the power of video. This new platform is designed to give marketers a powerful new tool to energize audiences and turn consumers into advocates for their brands through consumer-generated videos such as highlight reels, short films, entertaining spots, testimonials and movie trailers.

With the fragmentation of media choices, DVR-forwarding through commercial breaks, and decreasing, time-shifted TV viewing, marketers are finding it increasingly difficult to rely on traditional media communication to reach their target consumers. Leading brand managers are already testing the communication power of customer referrals via social media, but these are largely limited to simple content such as "like", tweets, and shares on Facebook, Twitter and Google+. The richness of video has largely been absent from these campaigns.

WeVideo's new social engagement platform draws customers directly into the process of creating fresh and relevant media content.

The WeVideo Social Video Engagement solution allows marketers to offer an embedded video editor on their own web properties, inviting consumers to create a video using video clips, soundtracks and graphics that are company-provided, consumer-generated or both. Consumers readily share their edited videos with friends, spreading the reach of the brand through social media sites.

Large brands have already used WeVideo's innovative video solutions to power and augment their social media engagement. A leading entertainment group used the WeVideo Social Video Engagement solution earlier this year to create excitement for the launch of a blockbuster movie hit, providing movie footage, soundtracks and credits online. Viewers were invited to create their own 90-second movie trailers, resulting in more than 1,800 trailers edited and shared by the fans.

WeVideo also provided its Social Video Engagement solution to K-1, the world's premier kickboxing promoters. In support of the *K-1 Rising 2012 Contest* in Los Angeles on September 8th, K-1 fans entered an online contest by editing video clips of previous K-1 fights. The best videos submitted won ringside seats to the fight. K-1 promoted the event at www.k-1.tv. You can see fans' edited K-1 Contest Videos at <http://www.youtube.com/K1TEAM>.

"WeVideo's Social Video Engagement solution is a wonderful way to bring audiences together with consumer products, entertainment properties and media brands," said Jostein Svendsen, CEO of WeVideo.

For more information on WeVideo's new Social Video Engagement solution, please contact WeVideo at info@wevideo.com.

About WeVideo

Based in Palo Alto, CA, WeVideo eliminates the cost and complexity of online video creation with powerful, easy to use web-based tools. Founded in 2011, WeVideo is built upon market-proven technology originated in Scandinavia. The company raised \$19.2M in a series A funding round in April 2012. WeVideo is available in any browser or as an integrated video editor within YouTube and Google Drive. To learn more, please visit www.wevideo.com.

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