

Eyeview Raises \$5.2 Million to Bring Personalized Video Advertising Across All Screens

Investment Seeks to Fuel Continued Market Traction & Rapid Expansion

NEW YORK, NY – January 10, 2012 — [Eyeview](#), the leading provider of personalized video advertising technology, announces it closed \$5.2 million in financing. New investor, Nauta Capital, led the round with General Partner, Dominic Endicott, joining Eyeview’s board. Existing investors include Gemini Israel Funds, Lightspeed Ventures, and Eric Schmidt’s Innovation Endeavors.

Nauta Capital will look to assist Eyeview with its mobile expansion and European development. This funding will allow Eyeview to capitalize on its traction, grow its current customer base, and enable its brands to run campaigns across mobile, tablets, and TV. Working together with leading video ad networks and publishers, recent campaigns include AT&T, T-Mobile, Hotels.com, McDonald’s, Alfa Romeo, and Capital One.

“We have been waiting for the right opportunity to enter this space and Eyeview’s technology and leading position in the market has opened this possibility for us. Eyeview has impressive market traction, a disruptive technology, and a passionate team we are excited to be a part of,” said Endicott. “We plan to bring our expertise in mobile and connected TV as well as our European relationships to help it become the global leader.”

With headquarters in New York City, Eyeview provides video advertising technology that enables brands to alter video creative on-the-fly in order to provide a more relevant and effective experience for the audience. Since the current offering launched in April of this year, Eyeview has already secured many of the largest brands in the video advertising business and is working with leading video networks and publishers. In addition to uplifts in key brand metrics such as awareness, favorability, and purchase intent, Eyeview has shown over a 30 percent increase in actual sales on certain campaigns from those exposed to the personalized video ads vs. the original TV spot.

“We are delighted to be adding Nauta Capital to our strategic investors as we continue to execute our roadmap,” said Eyeview CEO Oren Harnevo. “Proving our effectiveness by showcasing direct linkage to the bottom line and relevant key performance indicators is what we believe will lead to mainstream adoption in the space on all screens.”

Samples Video: <http://youtu.be/ul6aLgzQXUo>

Video Embed: `<iframe width="560" height="315" src=http://www.youtube.com/embed/ul6aLgzQXUo frameborder="0" allowfullscreen></iframe>`

About Nauta Capital

Nauta Capital (<http://nautacapital.com>) manages three funds and has offices in Barcelona and Boston. Nauta recently launched its third fund, Nauta III, and has a total of \$230M under management. Nauta invests from \$1M to \$10M per company, mainly in three technology verticals: wireless/mobility, enterprise SW/ Security, and ecommerce/internet. Nauta targets companies for investment in very early stage (Seed Capital) up to more advanced stages of development (Series A and B). Nauta actively invests in Western Europe and the US.

About Eyeview

Eyeview provides personalized video advertising technology across all screens. By seamlessly integrating real-time messaging into video creative, Eyeview's solution delivers a broadcast quality, individualized viewing experience to amplify brand messaging making video more relevant and effective. The company is headquartered in New York City with its R&D center in Tel Aviv, Israel. For additional information, please visit <http://eyeviewdigital.com>.

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