



PRESS RELEASE

## EyeView Announces its 50<sup>th</sup> Customer in the Gaming Industry

EyeView Delivers Clients Optimized Landing Pages Designed to Increase Performance

Tel Aviv, Israel May 20, 2010 -- [EyeView](#), the world's leading video solution provider for performance advertisers, announced today that with the launch of a new project for Party Poker, [EyeView](#) has signed its 50th customer in the Gaming industry.

EyeView's CEO, Oren Harnevo said, "Gaming operators have shown tremendous foresight in embracing our video solutions for increasing performance. The rest of the world is only now waking up to what the Gaming industry has understood for years – Video is the perfect medium for driving traffic and increasing on-site conversion."

EyeView's video solutions are aimed at helping advertisers overcome obstacles to the customer acquisition process. Whether the conversion goal is to download, register, deposit or buy, EyeView's solutions focus visitor attention on achieving that goal and drive significant gains in revenue as a result.

EyeView's video solutions combine cutting edge digital animation with proprietary testing algorithms to deliver a transparent and measurable boost in a site's conversion rate. With gaming customers that run the gamut from poker and casinos to bingo and financial gaming, EyeView has proven over and again that optimized video does make a difference.

"When we decided to relaunch our Live Casino we came back to EyeView to help us deliver our message to the gaming community," said Itai Pazner, COO B2C for 888.com Live Casino. "This is our seventh project with EyeView and each time they have worked hard to identify the challenges in our acquisition process and to overcome them. The videos look great, but the real success is measured in increased conversion."

With a fully defined end-to-end solution for landing pages and homepages, EyeView is now implementing solutions for additional marketing channels including affiliates and email campaigns, making EyeView the industry's only one-stop-shop for video solutions.

Over the past two years, EyeView has led the way in bringing video solutions for conversion to the gaming industry. EyeView is already working with most of the leading gaming operators and providers to deliver optimized landing pages for all market segments.

Oren Harnevo, EyeView's CEO continued, "We're provider agnostic. We're already working with Playtech, MicroGaming and other key gaming software providers. EyeView will configure the right solution for your users so that you see the benefits on your bottom line."

About EyeView

Founded in 2007, [EyeView](#) is the leading provider of video solutions for performance advertisers with offices in New York and Tel Aviv. The company has assembled a dedicated team with a wealth of experience from leading companies, such as Google, YouTube, EyeBlaster and HP. Among [EyeView's gaming Customers](#) are William Hill, Paddy Power, 888.com and many more of the leading brands around the world. For further information contact [info@eyeviewdigital.com](mailto:info@eyeviewdigital.com).