

SPECIFIC MEDIA ACQUIRES **MYSPACE**



ACQUISITION HIGHLIGHTS

Acquisition Highlights FAQ

Overview

Specific Media, a digital media platform company, has acquired Myspace, the leading social entertainment destination for consumers, celebrities and artists. As part of the deal, Emmy and Grammy winning artist Justin Timberlake will also take ownership stake and lead the development of the company’s strategic direction using his creative vision and expertise.

Strategic Rationale

Myspace offers Specific Media	Specific Media offers Myspace
<ul style="list-style-type: none"> • A popular social entertainment destination where passionate fans discover and connect with celebrities and content • An owned and operated web property reaching 70 million consumers online • 20 million mobile consumers • Social networking infrastructure • Myspace Music, which enables on-demand video and audio streams from a catalog of 38 million songs • 67 million video streams monthly 	<ul style="list-style-type: none"> • Ad technology platform that allows advertisers to address relevant ads and content to receptive audiences based on interests • Management team and resources required to stay competitive in today’s marketplace • An impressive client roster that includes most Fortune 500 brand advertisers • A global sales force that can help monetize Myspace’s untapped video and mobile content

Market Impact

Specific Media has partnered with renowned artist Justin Timberlake to reinvent the Myspace brand with the intention of bringing the social media company back to what it was meant to be—the digital hub where engaged audiences and entertaining content come together. In an exclusive press conference that will take place later this summer, Specific Media and Timberlake will unveil their vision of how they plan to reestablish Myspace’s social media dominance by turning it into the premiere digital entertainment destination.

To expand upon Myspace’s position as a leading social entertainment site, Specific Media will leverage Myspace’s existing assets:

- Passionate fan base of 70 million online consumers
- Myspace Music and original content
- Cross-platform consumption among 20 million mobile users

By providing the company an owned and operated property, this acquisition transforms Specific Media into a digital media company, offering:

- Content: Entertaining video and music content for audiences
- Distribution: Driving broad distribution for content owners
- Monetization: Providing full-scale solutions for brands



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Client Impact

Combining Specific Media's ad technology platform with an owned and operated property that has billions of hours of streamable video content and an engaged audience base of over 70 million consumers, this acquisition transforms Specific Media into a digital media company offering full-scale solutions to brand advertisers.

Specific Media advertisers will now benefit from having access to:

- Owned and operated property that can offer custom high-impact campaigns
- Highly engaged audience of 70 million online consumers
- Reach to 20 million mobile consumers
- Quality, entertaining video content
- Custom high-impact advertising solutions
- Socially-activated campaigns that leverage Myspace's social networking infrastructure to drive viral marketing campaigns

Myspace Audience Impact

Working with Justin Timberlake, who will drive the strategic vision for the company, Specific Media will reinvent the Myspace brand to realize the company's true business potential of becoming the digital entertainment channel of choice for today's audiences.

Specific Media will invest in the site's infrastructure, which will offer Myspacers an enhanced user experience. Partnering with Timberlake, Specific Media intends to increase Myspace's audience size and content pool, delivering new people, celebrities and content for Myspacers to connect and engage with.



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Additional Questions

What are the terms and conditions of the transaction?

The terms of the deal are confidential and will not be disclosed.

Will Specific Media keep the Myspace brand name?

Specific Media will keep the Myspace brand name.

What structural changes will take place?

As a result of this transaction, Myspace will be an owned and operated Specific Media subsidiary. In conjunction with the acquisition, there have been some structural changes reflecting the new corporate direction. At this time, there are no additional layoffs or eliminations planned as a result of the acquisition.

To whom should I direct press inquiries?

Please direct inquiries and interview requests to the following designated media contacts:

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