

Sorenson Media Releases Sorenson Squeeze 5 Update to Integrate Seamlessly with New Sorenson 360 Video Delivery Network

Power and Flexibility of Sorenson Squeeze 5 Makes Publishing Video of the Highest Quality Online a Simple Process for Anyone

SAN DIEGO (May 11, 2009) - Sorenson Media today announced the release of a free and important update to Sorenson Squeeze 5, enabling current Sorenson Squeeze customers to seamlessly upload files to the new Sorenson 360 Video Delivery Network (VDN). Using the industry-leading Sorenson Squeeze 5 software to encode their video prior to publishing it to the Sorenson 360 VDN gives customers even greater control of the format and quality of their video content.

Announced today in a separate news release, the Sorenson 360 VDN greatly expands publishing opportunities in the flourishing market for Internet video by enabling users for the first time to publish the highest-quality video on their Web sites in minutes and at an affordable price.

“Sorenson Squeeze has long been the leading encoding application on the market, and we have increasingly seen our customers looking for a way to publish their video assets directly to the Web without losing any quality, something they have not seen with other higher-cost video publishing platforms,” said Peter Csathy, Sorenson Media CEO. “Based on feedback from our existing Sorenson Squeeze users, the Sorenson 360 VDN re-imagines what a video publishing platform should be. It gives anyone the ability to take full advantage of Internet video publishing while maintaining the highest quality, uncomplicated workflow, and trusted name Sorenson Squeeze has become known for.”

After importing video into Sorenson Squeeze 5 and applying a customizable preset encoded in the widely adopted MPEG-4 or Flash video formats, the file is automatically published to a server cloud and accessed online through Sorenson 360. Once video is uploaded to Sorenson 360, users have access to sophisticated meta-data features, such as viewer-tracking, embedded tags with keywords, dynamic detailed real-time video analytics, data-rate control and professional-level player skins.

In addition to the ability to upload files directly to Sorenson 360, the latest update to Sorenson Squeeze 5 includes the following new features:

>> De-interlacing has been enhanced to more effectively remove interlacing artifacts created by conventional video, improving overall video quality.

>> The MainConcept H.264 codec has been updated to provide higher quality and faster encoding. It also resolves a key frame issue in the MainConcept H.264 codec.

Pricing and Availability

The update to Sorenson Squeeze is available for free to all current Sorenson Squeeze 5 customers. For new customers, Sorenson Squeeze 5 and Sorenson Squeeze 5 Pro are available for electronic download or for shipping in CD form. Sorenson Squeeze 5 is US\$499; Sorenson Squeeze 5 Pro is US\$599.



Sorenson 360 is now available in a variety of payment plans that start at US\$99, which includes up to 2,500 video streams per month and 10 GB of video storage (more than 500 videos). Unlike other products, Sorenson 360 pricing is easy-to-understand, fully transparent (with no upload or set-up fees) and designed to make the process of publishing videos online as painless as possible. For more information, visit www.sorensonmedia.com.

About Sorenson Media

Sorenson Media (www.sorensonmedia.com) offers comprehensive, award-winning video solutions that empower customers to easily and affordably deploy the highest-quality video across the Internet. Included among its products and services are the Sorenson 360 Video Delivery Network (VDN); Sorenson Squeeze, the gold standard encoding application; Sorenson Squish and SquishNet, an easy-to-use browser-based video publishing platform for user-generated content; and Sorenson Spark, the industry's most widely used video codec, which today empowers the largest selection of Internet video on mobile devices and other consumer products. From its inception in 1995, Sorenson Media has been instrumental in mainstreaming Internet video, and is committed to dramatically improving the online video experience for content creators and consumers alike.

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