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redOrbit Adopts Keystream's Intuitive Video Ad Platform to Deliver Higher Click-Through Rates and Increased Revenues

Top Website using Cutting-Edge SmartAd™ Platform for Placement of Non-obstructive Flash-based Animated Ads

MOUNTAIN VIEW, CA – February 17, 2009 – Keystream™ Corporation (<http://www.keystream.com>), the global leader in intuitive Web video ad insertion, today announced that the company is working with redOrbit (<http://www.redOrbit.com>), the premier Internet destination for space, science, health, and technology enthusiasts around the globe. By using Keystream's SmartAd™ (<http://www.keystream.com/smartad.html>) platform for ad insertion, redOrbit can better monetize their video assets through automated insertion of non-obstructive, non-interruptive advertising.

"As video becomes more widely used on our sites, we have to stay ahead of the curve and work with innovative ad solutions that ultimately improve the viewer experience. It is incredibly important that we use advertisements that are deemed acceptable by our viewers without interruption," said Eric Ralls, CEO of redOrbit. "Keystream's SmartAd platform is able to place the ads into the video in a very non-abrasive manner, delivering higher interaction rates and therefore, increased revenues."

redOrbit is using the SmartAd to deliver Flash-based animated advertisements over video, which is a first for Keystream. SmartAd also provides redOrbit with the option to use standard video advertising methods such as pre-rolls and banner overlays.

Keystream is the first and only intuitive Web video ad insertion company in the industry to automatically and unobtrusively place ads in commercially or user generated video content. Keystream's flagship platform, SmartAd, offers dramatic improvement over traditional advertising methods by using sophisticated object recognition technology which automatically and intuitively locates subject matter on the screen and places ads in blank areas to not interfere with the viewing of

valuable content. The SaaS-based SmartAd platform is content agnostic and compatible with sports, drama, reality TV, UGC, live streaming and real-world, uncontrolled video content based on 8 video analysis patents.

The SmartAd platform also comes with the SmartReporter™ (<http://www.keystream.com/smartreporter.html>) Web-based ad placement and reporting tool. This tool allows publishers and broadcasters to manually review all ad placements before the platform automatically places the ads. This added flexibility helps publishers and broadcasters such as redOrbit to have increased visibility into reporting features, allowing them to measure a campaign's effectiveness by the number of impressions, abandonment, user interaction or click-through rates.

"redOrbit is a well-recognized name in the online community and has a very desirable demographic to be targeting with the SmartAd platform," said Ed Ratner, (http://www.keystream.com/edward_ratner.html), co-founder & President, Research & Development. "We are excited to continue building momentum by announcing another U.S. customer and look forward to capitalizing on the growing strength of the online video market."

According to eMarketer (<http://www.emarketer.com>), a leading market research firm, U.S. online video ad spending is expected to increase from \$505M in 2008 to \$1.9B in 2011, and the world-wide market is expected to be more than \$8B by 2012.

About redOrbit, Inc.

redOrbit, Inc., headquartered in Texas, was founded in November 2002. The web site, redOrbit.com, was launched in May 2003, with the goal of creating the largest, most unique Internet community, with the strongest consumer brand, in the most underserved niche on the Web. redOrbit.com has since become the premier Internet destination for space, science, health, and technology enthusiasts around the globe. For more information, visit www.redOrbit.com.

About Keystream Corporation

Keystream is the global leader in intuitive Web video ad insertion. Using Keystream's innovative SaaS-based SmartAd™ platform, Web video publishers, broadcasters and advertisers can generate revenue through automated insertion of non-obstructive, non-interruptive advertising into any video content. The platform offers a dramatic improvement over other video ad models, including increased click-through rates that are higher than traditional methods such as banner overlays. Founded in 2004, Keystream is a privately held company backed by Voyager Capital and angel investors. The company is headquartered in Mountain View, CA with additional offices in Cheshire, U.K. For more information, call (650) 969-6006 or visit www.keystream.com.