



VIMEO PROGRAMMING ADDED TO SPOTLIGHT CINEMA NETWORKS' PRESHOW

New Partnership Brings Select films from Vimeo's Iconic "Staff Picks" Channel and Brand Studio to the Big Screen

NEW YORK (April 12, 2016) – Vimeo today announced a partnership with Spotlight Cinema Networks to bring short-form Vimeo programming to select movie theatres. Spotlight is the leading cinema advertising representative for top U.S. luxury and iconic independent film theatres.

As part of the partnership, one to three short films will receive theatrical exposure each month during Spotlight's 20-minute preshow before each movie. The shorts will be specially curated from Vimeo's [Staff Picks Channel](#), a constantly updated celebration of the best content from creators on Vimeo. Spotlight and Vimeo will also provide additional reach for their premium advertisers through cross-channel opportunities. Programming from Vimeo Brand Studio, the company's in-house studio that creates content for brands, will be distributed to Spotlight's coveted audience of hip, upscale, adult influencers. Spotlight will also have the ability to tap into Vimeo's in-house studio to create content that will also air on Vimeo.

"Through today's partnership with Spotlight, Vimeo is able to offer new opportunities to our top filmmakers creating cinematic content for brands and provide theatrical exposure for select Staff Picks shorts," said Richard Bloom, VP, Global Business Development & Brand Partnerships, Vimeo. "Spotlight's educated, affluent audience and theatres specializing in the best of independent films and luxury cinema, are very much in line with the Vimeo audience and make them the perfect theatrical partner for this program."

"We're thrilled to showcase the work of some of the world's most imaginative indie filmmakers in the country's leading art house and luxury cinemas," said Michael Sakin, President, Spotlight Cinema Networks. "This partnership provides cinema audiences with entertaining content that has been curated specifically for their sophisticated tastes."

The partnership kicks off on April 15 with "The Bucket Board," a three-minute short from Vimeo Staff Picks filmmaker [Mac Premo](#) about his quest to manufacture sleek skateboards out of trash and old plastic buckets.

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About Spotlight Cinema Networks

Spotlight Cinema Networks is the industry leader in reaching a unique audience of affluent, educated, influential adults within a sophisticated cinema environment. Spotlight provides a unique advertising program tailored to the desirable, upscale adult 18+ cinema audience via premier, luxury theatres screening independent and "smart" Hollywood films. Spotlight Cinema Networks is owned by Mark Cuban, Todd Wagner and Arthouse Marketing Group, and represents the top exhibitors in this genre, including segment leaders Angelika Film Center, Laemmle Theatres and Landmark Theatres. The company is headquartered in Los Angeles, CA, with offices in New York and Chicago.



About Vimeo

Vimeo's mission is to empower creators to make, share and sell amazing videos directly to viewers worldwide, in the highest quality possible and with no interruptive advertising. Vimeo is home to the world's leading video creators and the hundreds of millions of viewers who love them.

Founded in 2004 and based in New York City, Vimeo, LLC is an operating business of IAC (NASDAQ: IAC).

MEDIA CONTACTS:

For Spotlight:

Howard Polskin | 917-751-4407 | howard@polskinmedia.com

For Vimeo:

Jessica Casano-Antonellis | Jessica@vimeo.com