

## IMAGESPAN TEAMS WITH TAKKLE TO DELIVER DYNAMIC VIDEO FOR HIGH SCHOOL SPORTS SOCIAL NETWORKING SITES

*ImageSpan's 10,000-Strong CurbStream Network Captures Video for SI-TAKKLE Top 100 Player Rankings*

SAUSALITO, CA and NEW YORK, NY – December 4, 2007 — ImageSpan™ Inc., the first comprehensive licensing and billing automation platform for digital media, and TAKKLE, Inc., the premier online social network for high school sports, today announced an ongoing partnership in which TAKKLE will tap ImageSpan's CurbStream™, a managed hyperlocal content creation network, to capture video of top high school athletes across the United States in various sports, including football and basketball.

ImageSpan's CurbStream™ network already has begun delivering video of top high school football athletes to accompany the Sports Illustrated-TAKKLE Top 100 Player Rankings available on TAKKLE and *Sports Illustrated* magazine's Web site, SI.com. Athletes, coaches, college recruiters and fans can see interviews with top high school players and coaches and video clips of top players in action. For example, fans can click in to see safety Rahim Moore of Dorsey High in Los Angeles anticipate the quarterback's throw as he darts, dodges and dives to provide pass coverage, or watch as offensive tackle Michael Brewster of Edgewater High in Orlando, Florida, sends opponents literally running for cover.

"This partnership makes it easier than ever for TAKKLE to tap our nationwide network of professional videographers who bring to life the heart-pounding excitement of high school football," said Iain Scholnick, chief executive officer, ImageSpan. "With CurbStream, TAKKLE can constantly update and enrich the SI-TAKKLE Top 100 High School Football Player Rankings with action-packed videos that are both compelling and compliant."

With ImageSpan's CurbStream, TAKKLE can gather a range of highly original video content, including field action shots and interviews with high school athletes, allowing it to generate up-to-date, highly social and localized high school sports video with viral advertising potential.

"ImageSpan's CurbStream network is helping TAKKLE engage hard-to-reach young audiences by pairing the power and immediacy of video with a social network created specifically for high school athletes," said David Birnbaum, chief executive officer, TAKKLE. "With the explosive growth of social networking – especially among teenagers -- this joint offering is certain to become a top-ranked experience for high school sports fans and a key feature on TAKKLE.com, Sports Illustrated's SI.com and other Web sites."

CurbStream provides on-demand access to more than 10,000 local videographers and photographers across the country who are members of the Wedding and Event Videographers Association (WEVA). Based on specifications provided to CurbStream by TAKKLE, these videographers and photographers shoot local high school sports stars during a game and then deliver video clips of athletes in action to TAKKLE via ImageSpan's easy-to-use online service. The content is immediately rights-cleared and licensable for use by TAKKLE and SI.com.

Built on LicenseStream, ImageSpan's simple-to-use yet powerful licensing automation platform, CurbStream is the only service globally that embeds into all video content full digital content licensing information and capabilities – from usage and permissions to rights and settlement. All pieces of the process are handled automatically via the Web-based service, eliminating the time-consuming and



costly paperwork, pricing hassles and middlemen typical of manually licensing, settling and tracking digital content across social and advertising networks.

Starting in December, ImageSpan will begin capturing video of top-ranked men's and women's basketball players nationwide for the Top 100 Player Rankings that appear on TAKKLE.com, SI.com and other Web sites.

### **About ImageSpan**

ImageSpan independently offers a comprehensive suite of applications and tools for use with all types of media, connecting buyers and sellers to find, buy and legally settle royalty payments in minutes, rather than months. ImageSpan is a trusted solution provider and the exclusive license automation provider to the PLUS Coalition, the global standards organization for the image licensing industries. For more information, please go to [www.imagespan.com](http://www.imagespan.com) or call 1-415.259.4529.

### **About TAKKLE**

TAKKLE, the premier online social network for high school sports, connects athletes, coaches, fans, friends, and recruiters for all high school athletics. On TAKKLE, high school athletes can track and compare their stats, post team schedules, scout rivals, and share videos and photos with their teammates and opponents.

TAKKLE offers advertisers and marketers the ability to strategically target a passionate, engaged audience of high school athletes and fans. TAKKLE's investors include Wasserman Media Group LLC, Greycroft Partners LLC, IJ Smith Enterprises LLC, and Jack Schneider, Managing Director at Allen & Company, Inc. [placeholder for boilerplate]

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