

PRESS RELEASE

John Carapella joins iPharro as President and Co-Managing Director; establishes US-based subsidiary.

New York, Aug 5, 2009: iPharro Media, the German-based leader in video fingerprinting content identification solutions, announced today that John Carapella has joined the company as President and Co-Managing Director. He is responsible for establishing iPharro's US-based operations and leading the efforts to introduce its cutting edge solutions to the America's digital media Industry.

"I am delighted to have John on board and at the helm of iPharro Americas," said Joshua Cohen, CEO of iPharro. "With his tremendous energy level and enthusiasm, unique experience in the media and computer graphics industry, and proven track record as a successful executive, John will be indispensable in helping to guide iPharro's future growth & development in America and the rest of the world. "

For Carapella, the implications of iPharro solutions in the marketplace are clear: "Content owners need to know where their content is and how it is being viewed. MediaSeeker—iPharro's patent-pending digital video fingerprinting technology—serves this critical requirement," he said "After examining the technology, company heritage, and marketplace readiness, it became clear to me that iPharro is well-positioned to address these vital issues."

Carapella comes to iPharro with over 30 years of industry experience, holding senior level management positions with Hewlett-Packard, Sun Microsystems, and Alias | Wavefront, Silicon Graphics, Softimage, Microsoft and Avid Technology. He has founded and built software

companies in both North and South America, including: Tantrum Entertainment, which created and marketed electronic games, Krismark, which specialized in printing and image processing and most recently, Fission Software, specializing in broadcast automation.

About iPharro

Based in Darmstadt, Germany, iPharro Media GmbH, a spin-off of Germany's prestigious Fraunhofer Institute for Computer Graphics, is on the forefront of digital asset management innovation, enabling broadcast, web companies and other content businesses along every step of the media value chain to identify, monetize, and protect video content. The company's past and present customer base includes category leaders such as Nielsen Media Research, ZDF – one of Europe's largest television broadcasters, and the Media Development Authority in Singapore. For further information on iPharro's technology including AdMon, our 'New Commercial Identification' software, please visit www.ipharro.com

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