



## **Vobile Expands Focus to Television and Cable Programming; Moves into New Growth Area with Key Executive Hire**

### ***Veteran Cable Executive Larry Meli Joins Vobile as President and Chief Revenue Officer***

*Santa Clara, CA – May 11, 2009* – Vobile, the leading provider of video content identification and management services, today announced the appointment of Lawrence R. Meli as President and Chief Revenue Officer. Meli's addition will help Vobile accelerate its expansion of service offerings to the television and cable networks by drawing on his extensive leadership experience in the cable TV industry. Meli, who has launched and built numerous cable networks, will be responsible for driving business expansion into the cable television space and growing revenue and customer base.

Meli joins Vobile after serving as President and Chief Operating Officer of AmericanLife TV Network. During his tenure at AmericanLife TV, the network doubled subscribership and substantially increased revenue as a result of Meli's initiatives. Prior to AmericanLife TV, Meli was Senior Vice President at National Geographic Channels Worldwide, where he helped lead the network's launch in fifty-six countries, reaching over fifty million subscribers.

"Vobile is the market leader in video content identification and management services, with a worldwide customer base including six major Hollywood studios, three broadcasting television networks and two record labels. We are broadening our horizons and want to help cable television networks protect, promote and monetize their content," said Yangbin Wang, CEO of Vobile. "Larry is a great addition to our team and we look forward to leveraging his leadership, experience and key relationships in the industry."

“I have witnessed the cable industry go from a good idea to a way of life. A ground shift has taken place as sixty percent of people age thirteen to thirty-four watch TV on the Internet and interact with premium video content in new ways,” said Larry Meli. “Vobile is a key player in this historical transformation of global video distribution and I look forward to introducing our new solutions to studios, programmers and cable networks alike.”

### **About Vobile**

Vobile® is the leading provider of video content identification and management services. Its core VideoDNA™ technology enables fully automated identification, tracking and management of any video and audio content with high performance, accuracy and scalability. Vobile operates the VideoDNA Database (VDDB®), which is the most comprehensive database of authorized video fingerprints, metadata and business rules from major movie studios, television networks and record labels. Founded in 2005, the company is headquartered in Santa Clara, California, with additional offices in China and the United Kingdom. For more information, please visit the company website at <http://www.vobileinc.com>.

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