

transcosmos Investment News Letter

July 3, 2008
transcosmos inc.

Pheedo Drives Big RSS Advertising Gain for Gawker Media:

-Leading Publisher's RSS Advertising Revenue Grows 300 Percent in Q1 2008-

On May 19, 2008, Pheedo, Inc (Headquarters: Oakland CA, CEO: Bill Flitter), the leading provider of RSS advertising, announced that Gawker Media, publisher of several of the web's most popular media properties, experienced more than 300 percent growth in RSS advertising revenue in the first quarter of 2008. Pheedo is financially backed by Transcosmos Investments & Business Developments, Inc. (Head Office: Bellevue WA, President & CEO: Yasuki Matsumoto), a venture arm of transcosmos, inc. (President & COO: Masataka Okuda; Headquarters: Tokyo;), and the largest outside investor of Pheedo, Inc.

According to a recent study from Universal McCann, RSS use is exploding, growing faster than all other key social media platforms, including social networking and video sharing. According to the study, the number of RSS users jumped 153% between June 2007 and March 2008.

Pheedo is serving over 1 billion monthly impressions, and realizing over 600 percent annual growth.

"Publishers today recognize that their content is increasingly consumed away from their website by their most loyal, dedicated readers," said Bill Flitter, CEO and Founder of Pheedo. "We work with premium publications, like Gawker Media, to maximize the enormous revenue opportunity in their RSS traffic."

"Outsourcing the RSS feed monetization scheme made more sense than having our sales people focus on it," said Erin Pettigrew, Ad Operations and Research Manager at Gawker. "In the first quarter we saw tremendous growth after the Pheedo implementation. Pheedo was the best solution when we needed it the most."

※For more information, please see <http://www.prweb.com/releases/pheedo/gawker/prweb954544.html> (English).

■ Pheedo Inc.

【Company】 Pheedo, Inc.
【Address】 469 Ninth St., Suite 210 Oakland, CA 94607
【Establishment】 2003
【Service】 RSS advertising provider and run RSS advertising network

Transcosmos Investments & Business Development, Inc., a wholly owned subsidiary of Transcosmos, Inc. with offices in Bellevue, Wash., and Mountain View, Calif., is a strategic corporate investor and an active local business partner for Internet-based U.S. technology companies expanding into the Japanese and Asian marketplace offering capitalization of joint ventures, infrastructure development, strategic relationships, and localization to companies in the U.S. technology sector. Transcosmos Investments' portfolios, which focus on companies specializing in digital marketing, e-commerce and digital media, include such brand names as Ask.com, DoubleClick Inc., RealNetworks Inc., NetRatings Inc., Atom/Shockwave Entertainment, Inc., Become, Inc., Pheedo, Inc. and Brightcove, Inc.

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