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MOVIECLIPS UNVEILS NEW NAME “ZEFR” TO REFLECT EXPANSION BEYOND MOVIES INTO MUSIC, SPORTS AND TELEVISION

Company Secures \$18.5 Million Series C Financing Led by U.S. Venture Partners

VENICE, CALIF., August 15, 2012 – [MOVIECLIPS](#), a premium content network and one of the most watched YouTube channels, announced today the rebranding of MOVIECLIPS as [ZEFR](#) which will include additional content categories as the company continues to grow. Having completed the movie category on YouTube with partnerships with six major Hollywood studios, ZEFR will expand the company’s content beginning with television, music and sports. With more than 600 million monthly views, 25,000 movie clips and 3 billion total lifetime views all within 10 months of launch, ZEFR is already the premier content network on YouTube.

In addition, the company has announced that it has raised \$18.5 million in Series C financing, led by U.S. Venture Partners with participation from existing investors MK Capital, Shasta Ventures, SoftTech VC, First Round Capital, Richmond Park Partners, and Machinima CEO Allen DeBevoise. John Hadl of U.S. Venture Partners will join the board. The new capital will be used to drive the company’s rapid growth in its new music, sports and television verticals, expand internationally and invest in new technology.

“As movie fans ourselves, this was a logical place for us to focus when we set out to create a content network,” said Zach James, co-founder, ZEFR. “Since then, we have built a network that brings the best movie content in the world to YouTube – something we believe has significant value for consumers and advertisers alike. Having U.S. Venture Partners join us at this milestone will further fuel our growth and expansion.”

Founded by Zach James and Richard Raddon in 2009, ZEFR has quickly become one of the most watched YouTube channels as a top 10 comScore property, making it one of the fastest growing networks ever. ZEFR’s technology identifies and claims licensed content so that it can be monetized, while also allowing advertisers to buy against the most premium movie content online. A portion of the new funding will be dedicated to developing additional technology tools for ZEFR and its partners.

“U.S. Venture Partners feels fortunate to be joining the ZEFR team,” said John Hadl of U.S. Venture Partners. “ZEFR has built a set of tools and technology that enable stronger partnerships and drives value for media and entertainment companies and YouTube. ZEFR’s growth has been explosive and this infusion of capital will help the company scale to meet the considerable market demand.”

About ZEFR

ZEFR is the solution for professional content on YouTube and a premium content network that brings together the largest and most diverse collection of premium content in movies, television,

music and sports. ZEFR has more than 600 million monthly views and 3 billion total lifetime views, all within 10 months. They are the dominant company in the movie category on YouTube and have partnerships with six major Hollywood studios along with several prominent independents. ZEFR is headquartered in Venice, Calif. To learn more visit <http://www.ZEFRinc.com> and follow us on [Twitter](#) and [Facebook](#).

About U.S. Venture Partners

U.S. Venture Partners (USVP) has helped entrepreneurs build world-class companies for more than thirty years, yielding 79 IPOs and many more successful acquisitions. The USVP team consists of experienced investing and operating professionals, with considerable domain and management expertise. USVP focuses on early stage opportunities in business and consumer services, enterprise software and security, infrastructure, biopharmaceuticals, and medical devices. Recent successes include Adify, Dotomi, Guidewire, Imperva, Intellikine, Intermolecular, Lutonix, MaxLinear, myYearbook, Optichron, Proteolix, and Revolution Money. Examples of promising companies in USVP's portfolio include Act-On Software, Box, GoPro, HeartFlow, Intersect ENT, LivingSocial, ON24, OncoMed, Redwood Systems, ScoreBig, SentreHEART, Smartling, ThreatMetrix, Total Beauty, Trunk Club, Trusteer, Xicato, and Yammer.

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