

FOTOLOG ENTERS AGREEMENT WITH GOOGLE AS IT NEARS 10 MILLION MEMBERS

Multi-Year Collaboration Calls for Google to Provide Search and Advertising to Web's Third-Largest Social Network

New York, NY, July 20, 2007 – Fotolog.com and Google today announced a multi-year search technology and services agreement whereby Google will be the exclusive search and keyword-targeted advertising provider for Fotolog's growing international network.

Founded in 2002, Fotolog is a photo-blogging site with a large audience in Europe and Latin America. With more than 15M unique users and 3.5 billion page views a month, Fotolog ranks 20th on Alexa's list of the world's most-trafficked websites, 20th in page views in Comscore's May 2007 report, and thereby weighs in as the Web's third-largest social network as measured by traffic.

Google will provide search functionality and advertising across Fotolog's network under a three-year agreement. Fotolog users will be able to search the site for photos, blogs and online communities, and will also have the ability to search the Web from any page. Financial terms of the agreement were not disclosed.

Fotolog also announced that it is nearing the milestone of 10 million registered members—a little more than two months after hitting the 8-million mark. More than 4 million new members have joined Fotolog in the first half of 2007, making the site one of the largest independently operated blocks of traffic on the Web. Fotolog is the number 10 site in Spain, according to Comscore, and in Argentina, Fotolog is the number one web domain in the country.

"Fotolog's agreement with Google, the world's largest search engine, comes at a time when we are already growing at a rate of approximately 30,000 members a day," stated Fotolog CEO John Borthwick. "For more than five years, we have expanded exponentially by offering our users a uniquely compelling social networking experience by means of visual navigation. Our rapid expansion has now brought us to a scale where we can add Google's world-class search functionality and integrate its targeted advertising platform to make this experience even more immediate and engrossing."

About Fotolog, Inc.

Fotolog, Inc., the world's largest photo-blogging community and the third most actively-used social network on the Internet, has become a global cultural phenomenon. More than nine million member accounts from more than 200 countries have shared more than 200 million photos since its inception in October 2002. Fotolog has grown 100 percent virally since its founding in 2002, with no marketing or member incentives. The site, which was recently featured as the Site of the Week by *PC Magazine* (<http://www.pcmag.com/article2/0,1759,2150028,00.asp>) and is again featured in the current edition (<http://www.pcmag.com/article2/0,1895,2159188,00.asp>), provides a platform for members to share experiences and connect with others across the globe by bringing together the power of digital photography, social networking and blogging to attract and entertain in a unique and captive user experience.

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Contact:

Andrei Bogolubov
New PR Group

andrei.bogolubov@newprgroup.com

917-849-9300