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BizGreet® Partners with New Reach Media Extending Personalized Video Marketing to the Higher Education Marketplace

Now Colleges and Universities can send one-to-one customized video messaging that changes based on who's watching, paying for it only when it works!

Orlando, Florida– Monday, July 12, 2010 – BizGreet announced today the execution of a reseller agreement with New Reach Media opening the door for Colleges and Universities to use unparalleled customized video personalization. BizGreet's patent pending technology allows any viewer the ability to see mass customized one-to-one video that changes based on who is watching. BizGreet® messages are automatically adapted to speak directly to each viewer.

"Not only can viewers be greeted by their first name, but Facebook® user models allow for personalized video messages that change based on gender, relationship status, birthdays, current location, and about 25 other data points in a user's public profile," said Mat Harris, BizGreet Founder & CEO. "BizGreet videos can incorporate personalization based on virtually any data that is known about any viewer. We are excited to reach colleges and universities through our reseller engagement with New Reach Media."

"We are thrilled to be able to bring this exclusive technology to the Higher Ed marketplace where return on investment is critical to student acquisition and retention efforts, as well as development and alumni support," said Craig Jenkins, President of New Reach Media. "The success based, pay-per-click pricing ensures our clients cost effective results since schools only pay for marketing when it is working."

Studies have shown that sending a personalized video engages an audience, generates interest in what is being offered and explains an organization's unique selling proposition much more effectively than any other marketing or advertising medium. BizGreet has revolutionized video personalization beyond just the first name. BizGreets are dynamically assembled, changing in content and message for every unique viewer. BizGreet® uses social profiles (Facebook®, Twitter®, LinkedIn®), viewer browser information (language settings, geographic location), and customer databases to generate rich, hyper-personalized videos. For more information, visit www.bizgreet.com.

About New Reach Media

New Reach Media is a marketing communications consultancy and solutions provider that helps organizations build and manage relationships that create value. Specializing in cross-channel marketing for the Higher Education market, its proprietary Personal Relationship OptimizationSM platform supports clients' deployment, coordination and analysis of one-to-one communications across different media channels. New Reach Media is based in San Antonio, TX. For more information, visit www.newreachmedia.com.

About BizGreet®

BizGreet is the only backbone cloud utility powering personalized video on the web. Built for ad agencies, BizGreet features multi-reseller support, a robust video streaming player, social media integration and multi-device player support, including mobile. BizGreet is the only platform for mass-personalizing videos that change for every viewer and are deliverable to any device, and an environment for third parties to build their own hyper-personalized video applications. More information on BizGreet is available at www.bizgreet.com.