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## Vobile Adds Facebook CFO Gideon Yu to its Board of Directors Joining 'All Star Cast' of Early Investors

Prominent Leaders from Internet and Entertainment Industries Endorse VideoDNA as Key to Monetizing Internet Video for Content Owners

SANTA CLARA, Calif., Nov. 5 /PRNewswire/ -- Vobile, a leading provider of video content identification and management services, today announced that Gideon Yu, chief financial officer of Facebook, has joined Vobile's Board of Directors. Yu most recently was CFO of YouTube, where he negotiated its \$1.65 billion sale to Google. He previously served as treasurer and senior vice president of finance for Yahoo.

"After having been intimately involved with the evolution of online video while at YouTube, Google and Yahoo, it is clear that Vobile's VideoDNA technology is a revolutionary step forward for the industry and is the best video content identification solution available," said Yu.

"Additionally, VideoDNA can provide a much needed foundation for monetization of online video for content owners and significantly enhance the online video search experience, which currently leaves much to be desired."

Gideon Yu joins other prominent private investors in Vobile, including Vernon Altman, Senior Partner of Bain & Company; Jarl Mohn, former CEO of Liberty Digital and former Executive VP and General Manager of MTV and VH1; Nicholas Moore, retired Global Chairman of PricewaterhouseCoopers and a director of Wells Fargo & Company; Brian Mulligan, former Chairman of Fox Television and former Co-Chair of Universal Pictures; and David Wargo, an influential investor in the media and communications industry, also a director of Discovery Holding Company and a director of Liberty Global.

"Gideon is a powerful and welcome addition to the Vobile team," said Vernon Altman, Chairman of the Board. "The industry perspective he brings in building great companies and his deep understanding of the business of consumer Internet video and social networking websites will prove invaluable in evolving Vobile's corporate strategy."

Adding Yu to the board highlights the latest success for Vobile. Capturing the market momentum, Vobile has quickly established VideoDNA as a premium brand in video content identification most notably for its superior accuracy and scalability.

"I am very excited to have Gideon join our board," said Yangbin Wang, founder and CEO of Vobile. "He knows the Internet video space inside out. His leadership in corporate finance and business strategy is of tremendous value to us as we grow our startup rapidly. We look forward to working with Gideon closely as a team to build Vobile into one of the most successful companies in Silicon Valley."

About Vobile

Vobile is a leading provider of video content identification and management services. Its core VideoDNA(TM) content identification and management technology enables fully automated identification, tracking and management of any video content, including associated audio, with high performance, accuracy and scalability. Founded in 2005, the company is headquartered in Santa Clara, California. For more information, visit the Vobile Web site at <http://www.vobileinc.com>.

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