



For immediate release

Contact:
Sue Huss
Comunicano, Inc.
858-536-8137 (office)
619-379-4396 (cell)

**SIGHTSPEED UNVEILS 'VLIP,' A DISTINCTIVE NEW VIDEO COMMUNITY;
INTERACTIVITY DISTINGUISHES 'VLIP' FROM PASSIVE VIDEO SITES**

*Threaded Video Messages Are Now Easy To Create And Post
With No Downloads Or Registration Required*

BERKELEY, Calif., USA – March 28, 2007 — Vlip, a demonstrably new, easy-to-use and totally interactive online video community site that lets anyone be seen and heard, is being introduced today. Vlip gives users anywhere in the world a public forum to say what they want to say by posting videos to www.vlip.com and any other Web site, blog or wiki, and giving others a chance to view and reply easily to their Vlip postings.

Vlip's distinguishing video quality is enabled and supported by SightSpeed Inc., whose award winning SightSpeed 6.0 offers users around the world the highest-quality personal video calling available on the Internet.

"I think of Vlip as the Internet equivalent of the famous Speaker's Corner in London's Hyde Park," said Eric Tveter, Chairman of the Board of SightSpeed. "By combining interactive communications with social networking in real time, Vlip provides a forum for the kind of free-flowing debate that has made Speaker's Corner so famous for promoting public exchanges of expression."

"It's so powerful because it extends SightSpeed's unsurpassed Internet video into social networking and user-generated content," Tveter added.

A big part of Vlip's distinctiveness lies in its unique "threader" technology, which links Vlip postings and their replies together on Vlip.com and across multiple Web sites, blogs and wikis, allowing viewers to observe a sequence of video exchanges instead of merely a single video post. This interactive, cross-site capability is currently unique to the Vlip video community.

The company said it foresees many individual Vlip users gaining from the popularity of their postings because of its advertising-supported, revenue-sharing model.

The other key attribute that makes Vlip so unique is that while other video destination sites are primarily for passive viewing of videos, Vlip promotes interaction between video creators and their audiences, as well as via other sites on a viral posting nature, both live and through threaded playback of posted pre-recorded video messages.

Via SightSpeed's award-winning personal video-communication capabilities, Vlipers have the power to reach out to one another with the highest quality and easiest to use click-to-call live video calling. Vlip's interactive communication component is offered by none of the passive video sites.

Vlip requires no download or registration of any kind: To "Vlip it," users need only webcams and microphones to click, create and post their own compelling Vlips. No webcam is needed to view posted Vlips, however.

Vlip users, or "Vlipers," can also e-mail their Vlips and easily embed them into other Web sites, such as their MySpace.com pages.

"Vlip is entirely new and completely unique," Tsveter added. "It's a totally active -- and interactive -- online video community site geared toward adults 18 years and older."

"We've tried to make Vlip truly an interactive community, distinctively different from other online video destination sites," said SightSpeed CEO Peter Csathy. "There is nothing else like Vlip on the Internet. Vlip makes it radically easy to be an active participant by making it dead-easy simple to make and post videos."

"As an advertising-supported business, Vlip will provide revenue-sharing opportunities that will enable Vlipers to share in the revenues their content creates once they have built a following," Csathy said. "This revenue-stream model makes Vlip not just an ad-driven site, but a true user-driven site and experience."

About SightSpeed

SightSpeed offers consumers and small businesses the most complete and compelling suite of personal video services over the Internet. SightSpeed's award-winning free and premium services include best-in-class video and voice over IP (VVoIP), voice over IP (VoIP) and text messaging (IM). SightSpeed offers advanced community features, including a public directory and an easy-to-use video creation platform that gives users the ability to record and publish original user-generated content to blogs, Web sites and e-mails. SightSpeed also offers SightSpeedTV place shifting features, as well as support for mobile personal video. SightSpeed's suite of industry-leading video services offers unique opportunities for video-enabled advertising and e-commerce, in addition to communications, content creation and publishing. Founded in 2001 and based in Berkeley, California, SightSpeed is a privately held company funded by The Roda Group, best known for launching Ask Jeeves and PolyServe. For more information about SightSpeed, visit www.sightspeed.com and visit a whole new and different side of SightSpeed at www.vlip.com.

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