**VIMEO AND MACHINIMA PARTNER TO LAUNCH EXCLUSIVE CONTENT ON VIMEO ON DEMAND**

*Machinima’s Community of Over 30,000 Creators to Join Vimeo On Demand as Preferred TVOD platform*

**NEW YORK, February 24, 2015** –Machinima, the first global many2many programming service focused on fandom and gamer culture, closed a deal with Vimeo to bring its network of over 30,000 creators onto Vimeo’s open self-distribution platform, Vimeo On Demand. Through the content development and distribution deal, select original programming from Machinima and Machinima Talent Network creators will be eligible for dedicated funding from Vimeo in exchange for exclusive distribution on Vimeo On Demand.

Additionally, the agreement makes Vimeo On Demand Machinima’s preferred transactional video on demand (TVOD) platform for its entire Talent Network. In the coming year Vimeo will become integrated into Machinima’s ‘Console’ Talent Management system, a toolkit for creators that provides in-depth analytics, social tools, support, earnings reports and more.

“Vimeo On Demand offers video creators complete control over their content and better economics by distributing directly to fans with a paid model,” said Kerry Trainor, CEO, Vimeo. “We are very excited to put the Vimeo platform to work for Machinima’s global talent community.”

“Our partnership with Vimeo for content development and distribution on its innovative transactional platform delivers new monetization opportunities and funding sources for premium, long-form content developed and produced both by Machinima and the creators in our talent network,” said Chad Gutstein, CEO, Machinima. “Vimeo’s technology and user base is perfectly suited with our focus on reaching Millennials with content anchored in fandom and gamer culture.”

Machinima creators will be eligible to receive a significantly discounted Vimeo PRO account to publish work on Vimeo, and access to educational sessions for selling on Vimeo On Demand. Vimeo PRO provides a high quality way for creators to showcase videos in Vimeo’s world-class HD player, with no ads, on any device. For additional information on Vimeo PRO visit vimeo.com/pro.

**ABOUT VIMEO**

Vimeo® is the high-quality video platform for creators and their audiences. Vimeo’s mission is to empower and inspire people around the world to create, share, and discover videos. Vimeo enables creators to sell original films and series worldwide through Vimeo On Demand, its open self-distribution platform. Vimeo has more than 30 million registered members and reaches a global monthly audience of over 170 million people. Founded in 2004 and based in New York City, Vimeo, LLC is an operating business of IAC (NASDAQ: IACI).

**ABOUT MACHINIMA**

Machinima is the most notorious purveyor and cultivator of fandom and gamer culture.  The FIRST! Many2Many programing service (M2M), we create, curate and celebrate the best fandom and gamer content across multiple video platforms. As one of the largest online video platforms in the world, Machinima programs to a community passionate about video games, animation, movies, TV, and the other endless forms of pop culture.  With a focus on scripted, topical and gaming programing, and a talent network of thousands of programmers, Machinima reaches over 170M viewers each month.

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