**VIMEO ACQUIRES VIDEO-CREATION APP CAMEO**

*One of Apple’s Best of 2013 Apps Joins Leading Video-Sharing Platform*

**NEW YORK, March 18, 2014** – Vimeo today announced the acquisition of Cameo, a mobile, cloud-based application for shooting, styling, and sharing beautiful short films.

Launched in October 2013 by founders Matthew Rosenberg, Michael Constantiner, and Andy Thompson, Cameo has rapidly become one of the most popular video apps in the market, part of the next generation of mobile video production and storytelling. With Cameo, users can edit and customize their videos (called "Cameos") with professional-grade effects such as video overlays, title cards, and custom fonts packaged into themes inspired by cinema, music videos, and classic films. After creating their video, users can instantly post videos to Cameo's cloud-based network while preserving their phone’s storage and battery life. Within its third month on the market, Cameo was awarded Apple's Editor’s Choice and iTunes “Best of 2013” designations in the video category.

“Vimeo is committed to empowering all creators, and the ubiquity of HD camera phones is driving the largest wave of video creation ever seen,” said Kerry Trainor, CEO Vimeo. “What we love about Cameo is that it gives even novice video-makers the power to create beautiful, well-crafted videos.”

“Vimeo to us is the benchmark of quality for video platforms and communities," said Cameo Co-Founder and CEO Matthew Rosenberg. "We're excited about what our shared vision can create in further developing the app.”

The Cameo team will report to Vimeo’s Chief Technology Officer, Andrew Pile. App co-founder and CEO Matthew Rosenberg will transition from his role to Vice President, Cameo. Terms of the deal were not disclosed.

**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 has over 26 million registered members and reaches a global monthly audience of more than 168 million. Founded in 2004 and based in New York City, Vimeo, LLC is an operating business of IAC (NASDAQ: IACI).

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**MEDIA CONTACT:**

Jessica Casano-Antonellis

Jessica@vimeo.com

212-524-7164