**SAM TOLES JOINS VIMEO AS VP OF CONTENT ACQUISITIONS AND BUSINESS DEVELOPMENT**

*Toles to Spearhead Expansion of Content Offerings for Vimeo On Demand*

**NEW YORK, March 31, 2014 –** Vimeo today announced that Sam Toles has joined as vice president of content acquisitions and business development. He will be focused on expanding the content offerings and revenue growth for Vimeo’s open platform for direct film distribution, Vimeo On Demand.  
  
“Toles brings an incredible track record and depth of entertainment industry experience to our team, and we’re excited to bring him on board to spearhead the growth trajectory of Vimeo On Demand,” said Greg Clayman, General Manager, Audience Networks. “His background aligns perfectly with Vimeo’s promise to empower professional creators to distribute content directly to audiences worldwide by offering open access, powerful tools, total control and better economics for earning money from premium content.”  
  
An 18-year veteran of the entertainment industry, Toles began his career in theatrical marketing with New Line Cinema and Warner Brothers, followed by home entertainment marketing roles at Paramount Pictures and Rhino. In 2005, Sam joined FremantleMedia as vice president of business development overseeing media licensing for their extensive stable of brands. Toles’ most recent position was with Gaiam Entertainment as their vice president of content strategy, initially building out the company’s general entertainment portfolio for distribution. As that company switched its focus towards direct to consumer digital distribution, Sam successfully crafted the content plan for GaiamTV, a proprietary SVOD service focused on conscious media and lifestyle programming.   
  
Toles will report to Greg Clayman, Vimeo’s general manager of audience networks.

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

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