

**VIMEO ADDS CHEDDAR TO ITS STREAMING MARKETPLACE**

*News Network Cheddar Enters Multi-Year Distribution Partnership with*

*Vimeo to Power its Premium SVOD Chann*el

**NEW YORK, MAY 9, 2016** - Vimeo, an operating business of IAC [NASDAQ: IAC], today announced the addition of Cheddar, a new subscription video on demand (SVOD) channel offering a unique blend of business, media, and cultural news, to its streaming marketplace. Cheddar will access Vimeo’s global ecosystem of over 280M monthly users to build audience for its premium channel with dedicated web, mobile and TV apps powered by Vimeo.

"One of our key priorities at Vimeo this year is to curate the right programming as the company builds out the consumer experience for its marketplace,” said Joey Levin, CEO, IAC. “Cheddar is a perfect partner for the platform, as its pioneering, innovative news network circumvents a legacy news ecosystem and reaches audiences directly through Vimeo’s powerful tools.”

In just a few weeks since launch, Cheddar’s broadcasts from the floor of the New York Stock Exchange trading floor and NASDAQ Marketsite, with a unique and often wacky approach to news in technology, media, and entertainment, have routinely drawn large and influential audiences on Facebook Live.

With Vimeo, Cheddar will expand to a subscription on-demand offering geared for millennial professionals in finance, venture capital, private equity, media, startups, and entertainment. Cheddar will feature exclusive interviews with public and private executives, long form product deep dives, and field pieces.

“Vimeo is the ideal partner for Cheddar. Everyone knows it has the best player technology on the web, a massive millennial audience, and a leadership position in subscription video on demand, with 1.2 million users who have bought content on the platform. TV channels and cable systems are over, this model is what’s next,” said Jon Steinberg, Founder and CEO of Cheddar.

“The OTT industry is expanding to include a flourishing world of interest based streaming channels, “said Kerry Trainor, CEO, Vimeo. “Cheddar’s fresh take on financial news delivered directly through the Vimeo global streaming marketplace is a prime example of this. We’re thrilled to have Cheddar onboard with Vimeo."

Starting today viewers can subscribe to Cheddar for $6.99 a month at Cheddar.tv or Cheddar.com, powered by Vimeo, and start watching content immediately on any devices with the Vimeo app. Within 90 days, Cheddar will launch its own dedicated iOS, tvOS, and Roku apps, also powered by Vimeo’s leading OTT and SVOD technology platform.

**About Vimeo**

Vimeo’s mission is to empower creators to make, share and sell amazing videos directly to viewers worldwide, in the highest quality possible and with no interruptive advertising. Vimeo is home to the world’s leading video creators and the hundreds of millions of viewers who love them. Founded in 2004 and based in New York City, Vimeo, Inc. is an operating business of IAC (NASDAQ: IAC).

**About Cheddar**

Cheddar is a live and on demand video news network focused on covering the most innovative products, technologies, and services transforming our lives. The network covers this news through the lens of the companies and executives driving these changes. Cheddar broadcasts from Post 10 on the floor of the New York Stock Exchange and NASDAQ Marketsite. The company was founded by Jon Steinberg, President and Chief Operating Officer of BuzzFeed from 2010 to 2014.

MEDIA CONTACT:

Jessica Casano-Antonellis | [jessica@vimeo.com](mailto:jessica@vimeo.com)