**MEDIABRANDS PUBLISHING ENTERS STRATEGIC PARTNERSHIP WITH VIMEO**

*First-of-Its-kind Partnership Opens Vimeo’s Creative Production Community to IPG Mediabrands Clients*

*Charles Schwab Signs on as First Brand Partner*

**NEW YORK, NY, May 15, 2014 –** Today, Mediabrands Publishing, the real time storytelling, production and content creation arm of IPG Mediabrands announced a strategic partnership with Vimeo and its community of creative content producers. Through this partnership, IPG Mediabrands will work closely with Vimeo to commission filmmakers within the Vimeo community for branded content production. As part of the agreement, content created by filmmakers sourced from the Vimeo community on behalf of IPG Mediabrands clients can exclusively live outside of the Vimeo platform and on brands’ owned channels.

Mediabrands Publishing client Charles Schwab, one of the country’s largest investing services firms, has signed on as the first brand partner to work with Vimeo to produce a series of videos expected to launch this summer. “Our goal is to connect with people around our brand values, particularly on the idea of taking ownership, and the videos we’re creating are a compelling way to start that conversation,” said Charles Schwab Executive Vice President and Chief Marketing Officer Jonathan Craig. “We’re looking forward to the launch of the videos, because we think they will be unique and unexpected, especially from a firm in the financial services industry.”

“Some of the world’s most talented creators can be found within the Vimeo community and we are committed to empowering them with opportunities to see their careers thrive,” said Vimeo CEO, Kerry Trainor. “This partnership creates a unique opportunity for our community and paves the way forward in brand creativity.”

Through the establishment of Vimeo as a preferred web video production partner, Mediabrands Publishing will work with some of the world’s most talented filmmakers to create and distribute original and meaningful content to clients’ owned channels.

“By combining the array of talent from within the Vimeo community with our creative social and digital teams around the world, we can actualize incredible production with sticky storytelling. While the concept of producing content is not new, doing so for brands on their own channels is imperative. And with Vimeo, we are curating the best talent with whom to collaborate,” said Mediabrands Publishing Chief Creative Officer, Teddy Lynn.

**About IPG Mediabrands**

Founded by Interpublic Group (NYSE: IPG) in 2007 to manage all of its global media related assets, today IPG Mediabrands manages and invests $36 billion in global media on the behalf of clients, employs over 8,500 diverse and daring marketing communication specialists worldwide and operates company businesses in more than 127 countries. A proven entity in helping clients maximize business results through integrated, intelligence-driven marketing strategies, IPG Mediabrands is a global holding company that enhances offering and performance across its network of media agencies including UM, Initiative, BPN, ORION Holdings, and ID Media, and a roster of specialty service agencies including MAGNA GLOBAL, Mediabrands Audience Platform (Ansible, Cadreon, Reprise Media, Spring Creek Group) IPG Media Lab, Ensemble, and Identity.

For more information, please visit [www.ipgmediabrands.com](http://www.ipgmediabrands.com/) or follow us [@ipgmediabrands](http://www.twitter.com/IPGMediabrands).

**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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