**CAMEO APP UPGRADED WITH NEW MUSIC DISCOVERY EXPERIENCE**

*Video Creation App from Vimeo Redesigns Music Interface, Adds New Sharing Capabilities and Launches Cameo Badges*

**NEW YORK, July 9, 2014** – Today, Cameo, the mobile app for shooting, styling and sharing beautiful short films, unveiled a completely redesigned music interface to promote artist discovery. As part of the launch, Cameo is spotlighting the artist Bear Hands and their current single “Giants” from the album *Distraction*, out now on Cantora Records. The song is the latest addition to the Cameo music catalog and will be featured throughout the app with customized promotions.

“Film soundtracks often inspire an emotional connection between a viewer and the musical artists, so music discovery is intrinsic to the Cameo app,” said Matthew Rosenberg, VP, Cameo. “Now that we’re part of the Vimeo family we’ve been able to focus solely on building out the areas that differentiate Cameo in the video app creation space, including music integration.”

"We want our artists to develop meaningful fans, often that means making their music a part of social experiences that inspire creativity, drive fun and are both everlasting and personal,” said Nick Panama, Co-Founder, Cantora Records. “That same spirit is the force behind Cameo and it is why we were eager to open our doors and be a part of helping people score their stories.”

The redesigned music experience features a completely new soundtrack browser, with new release features, genre sorting and an interactive mode to preview the tracks (pro tip: swipe left or right in the modal to quickly listen to lots of music).

Additional highlighted features include:

* Vimeo integration: sign in or sign up with your Vimeo account, share your Cameos to Vimeo when you finish them or afterwards via your profile.
* Cameo Badges: A new way to recognize users with selected Cameos featured within the app, including ‘Cameo of the Week’ and ‘Best of Cameo.’

Cameo was acquired by Vimeo in March 2014. It was awarded Best of 2013 and Editors Choice by Apple. Its set apart from other video apps for its ability to shoot short HD video clips in the app or imported directly from a users library, edit and create videos with up to three friends at once and the app's simple, yet powerful editing tools, including: cut, trim, rearrange clips, along with the ability to add captions and titles. Cameo takes advantage of cloud-based technology for professional style video rendering and cloud-based storage of your clips.

The app is available for a free download from the Apple app store [here](https://itunes.apple.com/us/app/cameo/id716354815?mt=8).

**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 170 million. Founded in 2004 and based in New York City, Vimeo, LLC is an operating business of IAC (NASDAQ: IACI).

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