

**INTRODUCING VIMEO BUSINESS**

*Powerful Video Hosting, Marketing and Analytics Tools Combined with Direct Access to Global Creative Community for Bringing Brand Stories to Life*

**NEW YORK (September 13, 2016)** -- Vimeo, an operating business of IAC [NASDAQ: IAC], today introduced a new membership plan to its core video hosting services: [Vimeo Business](https://vimeo.com/business). Vimeo Business provides powerful tools to help businesses with all aspects of their video marketing, from making and hosting videos to distribution and analytics.

“Vimeo is home to the world’s most talented video creators, and with today’s launch we’re finding new ways to bring them together with businesses and brands to tell amazing stories,” said Anjali Sud, General Manager, Creator Platform, Vimeo. “Vimeo Business combines best-in-class tools and integrations with an unmatched connection to Vimeo's community of filmmakers, equipping businesses with everything they need to elevate their brand through video.”

Built to serve the needs of small businesses, startups, agencies, educational institutions, nonprofits, and other organizations using video to reach and engage with customers, Vimeo Business boasts:

* **Lead Generation Features:** Members can drive conversion and capture customer leads in their videos, by adding clickable calls-to-action and email capture forms to the embedded player. Members also have the option to seamlessly import captured emails into email marketing services like MailChimp, Campaign Monitor, and Constant Contact.
* **Customizable Best-In-Class Player + Unlimited Bandwidth:** Members can add their branding and logo to Vimeo’s 4K Ultra HD player and enjoy unlimited bandwidth when embedding the Vimeo player across the web.
* **Advanced Analytics:** Members can track how their videos perform, get insights into where views and viewers are coming from, and use engagement graphs to see video drop off. Vimeo Business can also be fully integrated into a member’s Google Analytics dashboard to see web and video data in one place.
* **Team Collaboration:** Members can add users to their account to help upload, manage, customize, and publish videos, as well as solicit feedback from internal teams and outside collaborators.
* **Video Content Management with Up to 5TB of Storage:** Members can securely upload and manage large video libraries with advanced privacy and content organization options. They can also upload up to 5TB of storage directly from the cloud using custom integrations with Dropbox, Google Drive, OneDrive, and Box.
* **Direct Access to Vimeo’s Filmmaker Community and Global Audience:** Members can find and work with video professionals from the Vimeo community on projects across a wide range of budgets and video types. They can also directly sell their content online and reach Vimeo’s global audience of over 280 million people who watch and share videos.

Vimeo Business costs $599 per year. For more information on Vimeo Business, visit [Vimeo.com/Business](https://vimeo.com/business).

**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 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).

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