

Prom Queen to Debut First on MySpace

Users of Leading Lifestyle Portal To See Eisner Web Series First

LOS ANGELES - March 29, 2007 - MySpace today announced a partnership to debut Prom Queen, a scripted serialized mystery produced by Michael Eisner's new independent production studio Vuguru, first on MySpace. Each episode will launch on the show's official profile (<http://myspace.com/promqueentv>) twelve hours before being released on any other website.

"Prom Queen has the potential to be a break-out hit on MySpace," said Chris DeWolfe, CEO and co-founder of MySpace. "Video is a cultural cornerstone for the MySpace community - it's a huge part of how our users express themselves and discover pop culture. We have become a primary destination for online viewers and with exclusive content like Prom Queen, more and more eyeballs are coming to MySpace Video."

Prom Queen kicks-off a high volume of upcoming product and content developments for MySpace Video across premium, licensed, and original content platforms.

"With this partnership, the future of on-line story telling is now," said Michael Eisner. "MySpace offers the Prom Queen audience a complete experience by giving them the ability to stay connected to the show, the characters and other Prom Queen fans in a way that no other on-line drama has ever done before."

Prom Queen, set against the final two months of the high school year, premieres Sunday, April 1, at 7 pm EST on MySpace. This short-form series will unravel over 80 episodes, each running 90 seconds long. The MySpace Video channel and show profile page will spotlight exclusive series content including character profiles, behind-the-scenes video footage, character diaries, and storyline secrets.

MySpace Video is a video content hub and a contextual video experience for the larger global community. The popular video destination is a platform for content models including user generated, licensed, paid downloads, exclusive content, and original programming.