



Mindset Media.

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For Immediate Release

MINDSET MEDIA, LLC COMPLETES SALE OF ASSETS

Company announces advisors in the transaction

NEW YORK, February 18, 2011 – Mindset Media, LLC, the ad technology and market research company that set the standard in psychographic targeting and insight, today announced the sale of materially all of its assets to a wholly owned subsidiary of Meebo, Inc. and disclosed its advisors in the transaction.

Portico Capital Securities acted as the exclusive financial advisor to Mindset Media in the transaction. Martin Chioffi LLP served as legal advisor to Mindset Media in the transaction. Lowenstein Sandler PC was corporate counsel to Mindset Media.

The terms of the transaction, which was completed on February 1, 2011, were not disclosed.

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