

**Azureus Press Contacts:**

Michelle Rudolph / Laura Lazear

mPRm Public Relations

[mrudolph@mprm.com](mailto:mrudolph@mprm.com) / [llazear@mprm.com](mailto:llazear@mprm.com)

323-933-3399

**AZUREUS ANNOUNCES CONTENT AGREEMENT TO DISTRIBUTE  
BROADCAST QUALITY UNICEF VIDEOS FOR WORLDWIDE AUDIENCE**

***First P2P Distribution Agreement for Nonprofit UNICEF Organization***

**Palo Alto, Calif. – April 26, 2007** — Azureus, a global leader in aggregating and distributing long-form, high quality video via the Internet's most popular media peer-to-peer (P2P) application, today announced a content agreement with UNICEF, the first ever peer-to-peer (P2P) distribution initiative for the nonprofit organization. Azureus will publish all of UNICEF's short and long-form broadcast quality video for use by socially conscious consumers around the world via its new digital media platform, Vuze ([www.vuze.com](http://www.vuze.com)). A premier broadband distribution platform that enables a global community to share and discover unique high quality content, Vuze already attracts more than 2 million global visitors to the site after only a few months in existence.

"UNICEF has a unique opportunity with Azureus to take advantage of the global reach of Vuze to draw attention and support for children in developing countries through the power of high quality video," said Stephen Cassidy, Chief of Internet, Broadcast & Image Section, UNICEF. "With Vuze, our videos will easily be available online to view and share for free and help raise social consciousness around the many powerful initiatives we're involved in."

Under the terms of the agreement, UNICEF videos will be published by Azureus on Vuze, including video news packages, public service announcements and vodcasts. An automated system will transfer UNICEF's complete video library onto Vuze to be available to millions of people throughout the world. The site will feature touching videos from UNICEF Goodwill Ambassadors like Sarah Jessica Parker, Shakira, Clay Aiken and Roger Federer. Other soon-to-be available titles include: *'One-stop' Clinic Helps New Mothers Keep Their Children Healthy in Gambia*, *Rural Centres Provide Early Childhood Development Services in Iran* and *Venezuelan Indigenous Group Begins to Revive its Lost Language*.

"We are thrilled to be a part of UNICEF's effort to focus attention on the status of children's health and education in developing countries," said Gilles BianRosa, CEO, Azureus. "Vuze's powerful tools will allow humanitarian organizations to economically and effectively reach millions of citizens worldwide to help drive awareness and ultimately affect change."

Recently launched in April 2007, Azureus' new platform, Vuze serves as an alternative, low-cost distribution and marketing platform to distribute compelling, High Definition content to a fast growing global audience of millions of active users. Both large and small content owners can promote their works to their fan base through comprehensive discovery tools including search, browsing, channels and tagging, as well as gauge

market interest in specific territories. The entire experience, from search and discovery to payment, download and play, is tightly integrated into the application. Publishers can also distribute their work directly from the application.

Further demonstrating the platform's success, Azureus recently announced partnerships with several high-profile content providers, including the BBC Worldwide (including BBC HD), Showtime Networks, A&E Networks (including A&E, The History Channel, and The Biography Channel), Nelvana Enterprises, Bennett Media Worldwide, G4 TV, National Geographic, Starz Media, more than 20 other media companies and thousands of self-publishers. Additional content from other premium partners will be made available on Vuze throughout the year.

### **About Azureus Inc.**

Azureus Inc. is the provider of the most popular P2P application for the transfer of large media files. With more than three years of technology innovation, proven robustness, and more than 140 million downloads of its application, Azureus users connect with one another from more than 100 countries and 40 languages.

Today, Azureus operates Vuze, a leading global video aggregation and distribution platform driven by the exchange of long-form, High Definition or DVD quality videos, as well as licensed digital content from leading media companies. The company has recently announced content partnerships with Showtime, A&E Networks (including A&E, The History Channel and The Biography Channel), BBC Worldwide, Bennett Media Worldwide, G4 TV, National Geographic and Starz Media.

The new commercial-grade platform is supported by powerful peer-sharing technology, enabling its vast global community the ability to browse, share, search and discover unique multimedia entertainment in a high-resolution format. Visit [www.vuze.com](http://www.vuze.com) for more information.

### **About UNICEF**

For 60 years UNICEF has been the world's leader for children, working on the ground in 156 countries and territories to help children survive and thrive, from early childhood through adolescence. The world's largest provider of vaccines for developing countries, UNICEF supports child health and nutrition, good water and sanitation, quality basic education for all boys and girls, and the protection of children from violence, exploitation, and AIDS. UNICEF is funded entirely by the voluntary contributions of individuals, businesses, foundations and governments.