



**Azureus Inc.**

**FOR IMMEDIATE RELEASE**

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**VUZE™ PASSES AN INSTALLED BASE MILESTONE OF 10 MILLION VIEWERS AND  
OPENS ITS INTERNET PUBLISHING PLATFORM TO NETWORKS, STUDIOS, AND  
CONTENT CREATORS**

*High-res entertainment platform's game-changing move allows flexible, monetized content  
distribution to its global installed base*

**CANNES, FRANCE and PALO ALTO, CALIF. – October 9, 2007** – Vuze, a fast-growing online entertainment platform with an established audience of 10 million viewers, has opened its publishing platform to anyone who creates high-quality digital content, including global television networks, premier and mid-size production studios, and maverick content creators. Enabling high-quality content to be distributed easily and monetized instantly, the Vuze Open Entertainment Platform will serve the large and growing Vuze installed base by providing more compelling, high-quality content for free.

**New Business Model**

The Vuze Open Entertainment Platform creates a new business model for online distribution, and presents opportunities for everyone interested in consuming and distributing online entertainment. With Vuze, publishers now have an impressive set of options for how they can monetize their content online. Publishers can offer their video, audio, and gaming content to viewers for free, for free with ad support, or at the price they choose.

“We’re excited about our new features and capabilities,” said Gilles BianRosa, CEO of Azureus, the company behind Vuze. “We’re offering content providers and advertisers an immersive way to reach the 18-34 male demographic that has left traditional networks and cable channels in favor of new forms of entertainment.”

According to an April 2007 online video survey published by Bear Stearns, approximately 67 percent of men (18-34) prefer to watch free, ad supported online video rather than paying to view the same content. BianRosa added, “The Bear Stearns report underscores the relevance of Vuze and the huge market opportunity at hand.”

**Rapid Growth, New Options**

Vuze has experienced accelerating growth since its debut in January 2007, and added 2 million new viewers in September 2007 alone. The company is finding new ways to serve its audience by now offering a high-resolution streaming experience in addition to the downloading of content.

To date, Vuze has signed 90 content partners, including A&E, BBC, CBC, G4 TV, Geneon, The History Channel, Ministry of Sound TV, National Geographic, PBS, Showtime, Starz Media, The Poker Channel, TV Guide Channel, and many more.

To experience Vuze content, please visit [www.vuze.com](http://www.vuze.com).

To learn more about the Vuze publishing platform please visit <http://www.vuze.com/Publish.html>

**About Vuze**

Vuze is the world's most popular entertainment platform for high-res digital content: video, music, and games. With an installed base of 10 million unique client downloads in its first eight months, more than 500,000 new viewers joining per week and 90 content partners to date, Vuze is experiencing unprecedented organic growth. Vuze attracts and features high quality content from a growing roster of global television networks, premier production studios and thousands of maverick content creators, on the most advanced, most open entertainment platform ever created. Vuze is developed by Azureus Inc., with offices in Palo Alto, Paris, and New York.

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