



NBC Universal and appssavvy Form Strategic Social Media Application Advertising Partnership

appssavvy's direct sales team for social media applications to exclusively drive sales efforts for NBC News iCue Facebook application with leading brands and agencies

NEW YORK – Oct. 1, 2008 – NBC Universal and appssavvy (www.appssavvy.com), a direct sales team for social media applications, today announced a strategic advertising partnership. Under the agreement, appssavvy is the exclusive advertising sales team for the NBC News iCue social media application launching to Facebook this month.

NBC News's iCue (www.icue.com) is a fun, innovative learning environment built around hundreds of historical videos from the NBC News Archives. In addition to video, iCue includes games and activities correlated to courses in U.S. history, U.S. government and politics, and English language and composition, and more. Created by NBC Learn, the educational arm of NBC News, iCue stands for Immerse, Connect, Understand and Excel.

"iCue is a groundbreaking digital media platform that combines both social networking and gaming with compelling NBC News video content in a free, online collaborative learning environment for students and lifelong learners," said Adam Jones, senior vice president of network development NBC News. "Extending iCue to the social networks space is the next logical step in its evolution. Our partnership with appssavvy and its strong and experienced sales team focused on contextually-relevant and out-of-the-box creative campaigns is exactly the relationship we need to bring iCue's marketing potential to leading brands and agencies."

"NBC Universal's selection of appssavvy is a strong endorsement of our efforts during the past year to connect social media applications with *Fortune* 500 advertisers," said Michael Burke, founder and president of appssavvy. "Our vision has been simple: bring together social media application developers and publishers with brands and agencies. We've experienced significant success and the addition of NBC News' iCue to our extensive list of application partners is an exciting opportunity to push the space forward in a big way."

Advertisers and agencies interested in marketing through the iCue application can reach appssavvy's sales team at advertising@appssavvy.com.

About appssavvy

appssavvy is a direct sales team for the social media space. The company based in New York City connects hundreds of social media applications with leading brands and agencies. appssavvy provides advertisers with contextually-relevant targeted media opportunities reaching an audience of more than 50 million unique online consumers enjoying social media applications. Developers generate significant revenues through appssavvy's integrated sponsorship capabilities for brands and agencies. For more information, visit www.appssavvy.com.



About NBC News

NBC News (<http://www.msnbc.msn.com>) has been a leading source of global news and information for more than 75 years, first on radio, and today via broadcast and cable television, the Internet, radio and cell phones. Operating around the clock with bureaus in key cities in the United States and overseas, NBC News provides immediate coverage and in-depth reporting of major events to a worldwide audience.

About NBC Learn

NBC Learn is the educational arm of NBC News dedicated to providing resources for students, teachers, and lifelong learners. The new online resources NBC Learn has created for the education community leverages nearly 80 years of historic news coverage, documentary materials, and current news broadcasts. Currently two unique offerings, iCue and NBC News Archives on Demand, give students and teachers access to thousands of video clips from the NBC News archives, including great historic moments -- from the Great Depression to the Space Race to the latest election coverage. NBC Learn is also offering primary source materials, lesson plans and classroom planning resources, and additional text and image resources from our content partners.

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