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THISMOMENT.COM LAUNCHES WITH CONTENT FROM WORLD'S LEADING MEDIA COMPANIES

New Web and mobile service that gives people a platform for saving and sharing their life's Moments to feature rich, multimedia content from Time Inc., The New York Times and Road & Track, and power custom features for People.com and the Symbian Foundation

SAN FRANCISCO – (June 23, 2009) – [thisMoment](http://thisMoment.com), an inventive new platform for people to save and share their life's Moments, today announced agreements with the world's leading media companies in conjunction with the site's public launch. As a service that incorporates everything people already do on the Web and on mobile devices – photo- and video-sharing, blogging and social networking – thisMoment allows people to easily and spontaneously capture meaningful Moments, and share them with their family and friends. thisMoment also seamlessly integrates popular online services, including Facebook, Flickr, Twitter and YouTube, making it easy for users to create and publish their Moments across the Web.

Through content licensing agreements with The New York Times, the Time Inc. Lifestyle Group and Hachette Filipacchi Media U.S.'s Road & Track, thisMoment will provide users with high-quality, pre-packaged multimedia content - known as Momentos™ - that they can view and share with their friends and family. Time Inc.'s People.com will utilize thisMoment's platform on its site to enhance and deepen engagement with its online audiences. And finally, the Symbian Foundation will use thisMoment's platform as a tool to enable mobile researchers from around the world to share their latest findings and development updates in a collaborative, real-time environment.

"thisMoment moves beyond simply storing media, sending friend requests and broadcasting status updates," said Vince Broady, Founder and CEO of thisMoment.com. "We're offering something ultimately more meaningful by giving people a way to capture the context and emotion of their life experiences. In doing so, we're helping users create an enduring digital reflection of their lives."

The key features of thisMoment revolve around the creation, viewing and sharing of Moments, either through a computer or mobile device. The service allows people to leverage the time investment they have already made online through seamless, two-way integration with their existing media, social networking and communication services. Through the proprietary, easy-to-use Moment Maker™, users can effortlessly add information to each Moment, including: Moment notes, emotion, date, location, photos, videos and links, as well as people who were "In the Moment™." thisMoment also provides a multitude of ways for users to interact with their friends and families around their Moments, creating a holistic experience that enables everyone to contribute and share their perspectives.

Other key thisMoment features include:

- [Linked Media Services](#) – Users can easily search and add their own media as well as publicly available media to Moments through full integration with Flickr, YouTube, Photobucket, Picasa, Joost and Facebook.
- [Robust Privacy Settings](#) – Since privacy is set at the Moment level, users can choose to make a Moment private; visible only to people "In the Moment," their friends and family; or make it public.
- [Facebook](#) - All of thisMoment's functionality will be available natively in the Facebook environment, allowing users to create, view, and share Moments while they're on Facebook.
- [Mobile Web and iPhone App](#) - Add, edit, view and share Moments via a mobile web-enabled device or with thisMoment's free iPhone app, both of which include the ability for multiple users to simultaneously add content to a single, shared Moment from their mobile device.
- [Embeds](#) - Users can either take a single Moment or an entire timeline (public Moments only) and embed it on their blog or any other website that supports third-party embeddable content.

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"We're thrilled to be launching thisMoment.com with such an amazing group of partners," said Broady. "It's a testament to the power of thisMoment's platform, and how it enables media companies to leverage their assets and engage with consumers in a new and meaningful way. And by building a platform – not just a destination site – we've created a way for content on thisMoment to extend across mobile devices and all of the Web's most popular services, reaching consumers anytime, anywhere."

"Our partnership with thisMoment will provide Road & Track's passionate community of car enthusiasts fresh new ways to engage with our award-winning content," said Todd Anderman, SVP Digital Media, Hachette Filipacchi Media U.S. "This is yet another avenue to extend the Road & Track brand and content to a wider audience of car enthusiasts."

"Our food, home, and travel content is very well suited to the creation of Momentos. As people reflect on their favorite holiday foods, the homes they'd like to live in and trips they plan to take, we anticipate that they will gravitate to the timeless content of the Time Inc. Lifestyle Group," said Steve Zales, President, Time Inc. Lifestyle Digital. "We are very excited about the opportunity to grow together with thisMoment."

"thisMoment's platform will allow us to harness the collective wisdom of people who feel passionate about mobile products and services. If you've ever had a good idea, an experience, or better yet a case study about the use of these products, we want you to feel free to come share it with us and a community of enthusiasts from around the world," said Lee Williams, Executive Director, of the Symbian Foundation. "We're excited about the wealth of knowledge that will be gathered about the potential of mobile technology, and the positive impact this will have on Symbian and our ecosystem of partners."

Below are the details of thisMoment's content agreements:

- [The New York Times](#) - The New York Times will make its archive of digital content available for the creation of Momentos™, official, pre-packaged and premium Moments. The first set of New York Times Momentos will include rich media from its "36 Hours" travel series. The New York Times will also be integrated as a source of branded content in the Moment Maker.
- [People.com](#) - This year, PEOPLE Magazine celebrates its 35th anniversary and thisMoment will help PEOPLE.com users join the party. In an interactive section powered by thisMoment, users will view iconic PEOPLE covers and add their own snapshots from the past. By sharing their moments from the '70s, '80s and '90s, users will be able to revisit the best of PEOPLE and be part of its history now.
- [Road & Track](#) – Road & Track, a property of Hachette Filipacchi Media U.S., is working with thisMoment to create ten branded Supercars Momentos™ that users can add to their personal timelines. These Momentos will feature the rich content that is the RoadandTrack.com experience -- taking the user from auto show unveiling to road test.
- [The Symbian Foundation](#) - thisMoment will build, launch and maintain a Symbian-branded website that will enable people from around the world to create, view and share Moments about their experiences and findings regarding actual and potential uses of mobile technology, services, and devices. The purpose of the project is to generate a global-scale, thought-provoking and, above all, productive discussion about the future of mobile.
- [Time Inc.](#) – Time Inc. will make available digital content from its Lifestyle Group – including *Sunset*, *Southern Living*, *Coastal Living*, *MyRecipes* and *Real Simple* – for the creation of Momentos™.

About thisMoment

thisMoment is an inventive new platform for people to save and share their life's Moments. By incorporating everything people already do on the Web and on mobile devices – photo- and video-sharing, blogging and social networking – thisMoment allows people to easily and spontaneously capture meaningful Moments, and share them with their family and friends. Founded in April 2008, and headquartered in San Francisco, thisMoment is the latest creation of the team that designed and managed some of the Web's biggest consumer properties, including GameSpot, MP3.com, TV.com, and more recently, led the Yahoo! Entertainment portfolio (Yahoo! Movies, Music, Games, OMG!, TV and Video) and its Brand Universe initiative.