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Former Coca-Cola and Starwood Executive Steven J. Heyer Joins Vitrue as Vice Chairman

Marketing Visionary to Help Global Marketers, Publishers, Media Companies and Agencies Effectively and Safely Connect with Customers

ATLANTA - November 6, 2007 - [Vitrue](#), the video-centric social media company, today announced that Steven J. Heyer has joined the company as Vice Chairman and as an individual investor. As a world-renowned marketing visionary, Heyer will work closely with Vitrue and its partners to help companies safely launch branded, video-centric social media programs and take advantage of one of the largest phenomena currently impacting marketing: consumers' ability to directly impact companies' brands. Heyer's appointment comes on the heels of Vitrue's announcement of its \$10 million Series B funding (Editor's Note, please see press release dated October 29, 2007: "Vitrue Closes \$10 Million Series B Round, Led by Dace Ventures, to Extend Leadership in Video-Centric Social Media.").

"The fact that Steve, a true marketing visionary, has identified user-created video and social media as the next strategic phase of brand marketing validates the vision and mission upon which Vitrue was founded. With an unmatched pedigree across advertising, media, communications and entertainment, Steve further bolsters our already-strong position as the leading video-centric social media company," said Reggie Bradford, Vitrue's founder and CEO. "From the forward-thinking concepts he drove while leading the World's most recognized brand, Coca-Cola, to his successful leadership of Young and Rubicam, one of the largest ad agencies in the world, Steve has successfully been at the forefront of marketing innovation throughout his entire

career. He will help us and our partners to push the boundaries of our collective creativity as we take Vitruv and user-created content to the next level.”

Heyer is widely known as one of the premier marketing and operations executives in the world. Prior to his leadership roles at Starwood, where he led a remarkable turnaround that helped the company more than double its market cap via innovative marketing and sales initiatives, Heyer was president and COO of Coca-Cola. While at Coca-Cola, Heyer caught the attention of Madison Ave, Wall Street and Hollywood with his keynote at the premier Madison & Vine conference, where he urged companies to innovate their marketing strategies and approaches and “collaborate or die.”

Before Coca-Cola, Heyer was President and COO of Turner Broadcasting System, Inc. and a member of AOL Time Warner's Operating Committee. During his tenure at Turner, Heyer was instrumental in launching 14 new television networks and led the effort to expand Turner's Internet presence, introducing 19 distinct Web sites for its CNN, Cartoon Network and its Turner Classic Movie brands in various languages. Prior to Heyer serving as President and Chief Operating Officer of Young & Rubicam Advertising Worldwide, he spent 15 years at Booz Allen & Hamilton, ultimately becoming Senior Vice President and Managing Partner, and heading the company's global marketing practice.

"Vitruv is at the center of the next phase of marketing collaboration that is already underway, with major brands embracing consumer creativity and establishing mutually beneficial, one-to-one relationships. In a very short time, Vitruv has clearly positioned itself as the leader and innovator in video-centric social media," said Heyer. "This dynamic company has wonderful assets and talented people, and is highly analogous to my work helping Turner embrace the power of the cable and the Internet more than a decade ago. Collaboratively, we will work to make Vitruv and video-centric social media a major part of every company's marketing mix.

Further information on Vitruv's solutions and customer success stories can be found on its newly-launched Web site, www.vitruv.com.

About Vitruv, Inc.

Vitruv, the video-centric social media company, empowers marketers, agencies and media companies to effectively and safely connect with consumers. Global companies and brands such as P&G's Pringles, VH1, TBS and Cincinnati Bell have turned to Vitruv to establish deeper, authentic relationships with their audiences by creating online video communities and engaging consumer-generated promotions. Its platform and services enable companies to review consumer-created content with a proprietary "content filtering protection" capability, ensuring brand integrity. Privately-held, Vitruv is headquartered in Atlanta and has an office in New York. For more information, please visit www.vitruv.com.