

## Boxee Selects Vindicia to Enable Content Owners to Monetize Web Content on the TV Screen

REDWOOD CITY, CA, May 11, 2010 (MARKETWIRE via COMTEX) -- Vindicia today announced that Boxee, which brings movies, TV shows and video from the Internet to the TV screen, has selected its CashBox billing solution to enable the new Boxee Payment Platform.

Vindicia CashBox will enable Boxee content partners to offer premium content to Boxee users through a wide variety of payment methods and plans, from individual pay-per-view charges to premium subscription models. Boxee users will also have the option to provide their payment information via credit card, gift cards, and PayPal for easy, one-click content purchases with the underlying security of Vindicia's PCI-compliant environment.

"The Boxee Payment Platform will give content providers of all kinds, from independents to large studios, a flexible new way to further monetize their existing web content. We chose Vindicia for its clear leadership in online billing solutions, ability to scale with our global audience and flexibility in supporting different payment models and methods," said Boxee's Avner Ronen, CEO and co-founder.

"In the end, adopting Vindicia's proven billing solution enables us to give our users immediate access to the premium content they want." "Boxee is on the forefront of the trend toward new models of content consumption," said Vindicia Chairman and CEO Gene Hoffman, "proving there is great consumer demand for content delivered in more flexible ways, and a general willingness to pay for it. Vindicia was founded with the recognition that the underlying billing infrastructure is key to helping forward-thinking companies like Boxee monetize these new content delivery models." The Boxee Payment Platform is designed to enable users to purchase TV shows, movies and other video content, as well as merchandise offered by Boxee content partners. The flexibility of the Vindicia solution will enable Boxee content partners to package and price their content as they wish, including pay-per-view and subscription models. Content partners will have the flexibility to decide what they make available, whether it is premium content, content from their existing library, or extras that will never make it "on air." While Boxee plans to make the payment platform available to content partners for Boxee's unique TV experience, Vindicia's flexibility also makes it possible for Boxee to enable payments on Boxee's website and across mobile platforms like the iPhone, Android and iPad. Boxee's eventual expansion to these platforms will pave the way for universally accessible content no matter where a user is.

About Vindicia Vindicia offers an on-demand strategic billing solution for marketing and sales that manages subscriptions and one-time payments for online merchants. We work with some of the best-known brands on the Internet, including Symantec, Activision Blizzard, Intuit, and Atari/Cryptic. As an externally audited PCI Service Provider and a SAS 70 Type II company, Vindicia securely handles online revenue of over \$1.6 billion annually. For more information, visit [www.vindicia.com](http://www.vindicia.com).

About Boxee Boxee is the best way to enjoy TV shows, movies, videos, music, and photos from the Internet on your TV. Their free "social" media center software is changing the way consumers experience home entertainment. On a computer or connected to an HDTV, Boxee gives users a simple way to bring all their entertainment into one place including personal movies, TV shows, music and photos, as well as streaming content from websites like Netflix, MLB.TV, Pandora, Last.fm, and flickr. People can also share information about what they're watching so friends can enjoy it too through legal sources online. Over a million people use Boxee to get their entertainment.