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For Immediate Release

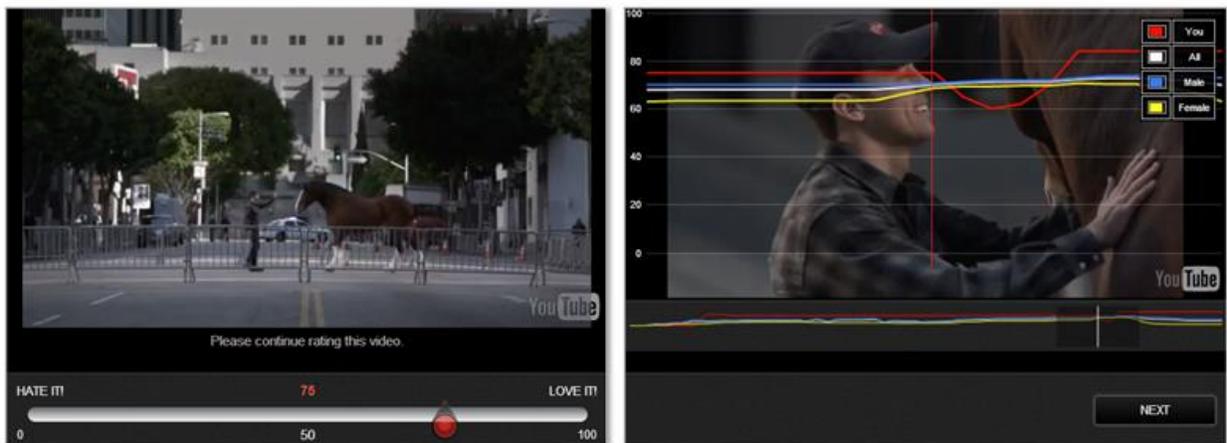
Dialsmith and KGW NewsChannel 8 Team Up to Offer Second-by-Second Super Bowl Ad Ratings

Portland, Ore (January 21st)—Portland, Oregon-based NBC Affiliate KGW NewsChannel 8 and Dialsmith have announced the launch of a new online ratings feature that gives visitors to the station's website (KGW.com) the opportunity to watch and continuously rate this year's Super Bowl advertisements. KGW will be joined by partner stations from around the country in offering the ad ratings feature in their markets. Those partner stations include: KHOU in Houston, WWL TV in New Orleans, KENS5 TV in San Antonio, WCNC TV in Charlotte, KREM TV in Spokane, WVEC TV in Norfolk, KTVB TV in Boise and WHA11 in Louisville.

KGW.com visitors can go to <http://www.kgw.com/sports/super-bowl/ads> now to try out the ratings feature on a selection of highly rated ads from last year's Super Bowl. Ratings of this year's Super Bowl ads will begin next week with new ads added to the feature and made available for rating as soon as they are public.

"The Super Bowl ads are an entertainment spectacle in and of themselves, and everyone has an opinion about them—the good, the bad, and the ugly," said Frank Mungeam, KGW Director of Digital Media. "At KGW, we're excited to give our online community a fun and engaging way to express their opinions and views about the ads and see how their ratings measure up to other viewers."

"Visitors to this feature on KGW.com and its partner stations' websites will be able to continuously rate each Super Bowl ad second-by-second and then see in real time how their ratings compare to other viewers," said David Paull, Founder and CEO of Dialsmith. "This is similar technology to that used by marketing researchers and ad agencies in choosing which ads to air during the Super Bowl. So, it's exciting to unveil this type of ratings experience to audiences in these markets across the country."



The ad ratings feature is powered by Slidermetrix, an online video ratings application developed by Dialsmith. Through the Slidermetrix application, a video can be embedded on a website with a ratings slider that users can move left or right with a mouse or finger swipe (on a tablet) to continuously rate the video while watching it. After rating the video, viewers can watch the video again to see how their rating compares to those from other viewers.



Slidermetrix debuted as a Super Bowl ratings feature last year with Philly.com, the news website of *The Philadelphia Inquirer* and *Philadelphia Daily News*. During the five days the feature was live, almost 7,500 unique ratings were collected and visitors spent more than 150 hours viewing and rating last year's ads.

About Slidermetrix

Slidermetrix is a Software as a Service (SaaS) application that adds continuous, second-by-second rating capabilities to embedded online video. Through the Slidermetrix application, a fully customizable slider is added below a video, allowing viewers to continuously rate it as they watch. Real-time feedback is captured for display back to the viewer or for use in research and/or reporting. For online publishers, Slidermetrix creates a unique and interactive experience that increases viewer engagement and drives metrics for increased ad revenues. For marketing and media researchers, Slidermetrix offers a fast, cost-effective approach to market test recorded video content. For more information or to view a demo, visit www.slidermetrix.com.

About Dialsmith

Dialsmith is a Portland, Oregon-based technology company that develops products and services for research, audience engagement and live event scoring. We are pioneers in the development of tools for capturing and displaying continuous and moment-to-moment feedback and are the worldwide marketers, sellers and service providers for the Perception Analyzer, Perception Analyzer Online, ISX Scoring and Slidermetrix. Featured on CNN, FOX News, Food Network, ESPN X Games, The New York Times and more, Dialsmith's Perception Analyzer tools are the gold standard for dial-based focus group testing, public opinion polling and audience engagement. To learn more, visit www.dialsmith.com.

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