



UPICKEM AND MYCAPTURE JOIN FORCES AS SECOND STREET MEDIA, INC.

Providing Newspapers the Most Powerful Suite of Revenue Generating Tools in the Industry

ST. LOUIS, MO February 22, 2008 -- MyCapture and UPICKEM are proud to announce that they have merged companies in order to provide newspapers with a powerful suite of products to generate online revenue and improve customer acquisition and retention. The new company is called Second Street Media and the combined client base now includes more than 800 media companies across the US, Canada, and the UK, ranging from small markets affiliates to some of the largest papers in the country, including the *L.A. Times*, the *Boston Globe*, and the *Chicago Tribune*.

In addition to the merger, the company spent late 2007 making improvements to its existing product suite, releasing a number of exciting updates on January 1st. Two exciting developments include the redesign of the company's photo e-commerce platform and the launch of a user-submission contesting tool.

The company's products include:

- **UPICKEM Contest Tool:** An online contesting tool that enables publishers to easily add national sports contests to their sites, as well as to create custom, user-generated content contests and sponsorship-driven contests
 - New features include social networking tools like message boards, avatars, and photo galleries; users can create sub-groups to play with just friends and family, or can compete locally/nationally
 - Pre-created contests include racing, golf, pro and college football and basketball picks
 - Custom contests can include user-generated videos, photos, MP3s, and/or text essays
 - Contests take minutes to set up and can generate tens of thousands of dollars in sponsorship revenues per contest
 - More than 250 custom contest ideas/examples to get customers started
- **myCapture Publisher Tool:** An e-commerce tool that empowers publishers to monetize photos
 - Publishing and archival tool that allows publishers to easily display photos on their own web site within in a high-quality, easy-to-use viewing environment
 - e-commerce engine allows any approved photo to be purchased by users
 - More than 270 products, from unframed and framed prints and posters to mousepads, mugs, keepsake boxes, tote bags, softballs, baseballs and more
 - No transaction fees, no storage fees, and no commissions
 - Publishers choose products to offer and prices for each product
 - Easy navigation/organization allows publishers to showcase many products while focusing on those with highest profit margins

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- **myCapture Community Tool:** A photo gallery tool that improves reader loyalty and increases site traffic by allowing readers to post and comment on photos
 - Readers upload their own photos, post comments on photos, and vote on their favorites
 - Publishers can place relevant advertising in 6 different ad locations by gallery theme and even by particular album
 - Publishers determine approval levels for photos/comments being published
 - Galleries can feature timely content (storms, forest fires, sporting events) as well as timeless content (location shots, cute kid/pet photos etc.)

“We’re thrilled about the potential we now hold by joining forces,” says Matt Coen, founder of MyCapture, “and our customers have already seen some remarkable results from the product improvements launched in January.” Both Coen and UPICKEM founder Doug Villhard came from the newspaper industry and have been working with affiliates across the country for nearly a decade.

“UPICKEM and myCapture look forward to engaging existing and new partners at NAA,” says Villhard. “More than 90% of our affiliates are local media organizations, and now that we’ve combined our companies, we’re in a better position than ever to improve the performance of our existing partners while also bringing new affiliates on board. And, we plan to launch even more exciting products for the newspaper market in the months and years to come.”

About Second Street Media, Inc.

Second Street Media, Inc. was formed in 2007 as a merger between myCapture and UPICKEM and is based in St. Louis, MO. The combined company provides unique, affiliate-driven photo solutions and contesting solutions to more than 800 media organizations across the US, Canada, and the UK. The company’s current product offering includes myCapture Publisher, a photo publishing and e-commerce tool; myCapture Community, a photo gallery tool that allows readers to post and comment on photos and videos; and UPICKEM, a sports and custom contest generator.