



iAmplify: Corporate Profile

iAmplify.com, a leading publisher of premium digital media is a Web-based syndication network, providing the tools and storefronts for leading authors and celebrities such as Marianne Williamson and media companies such as HarperCollins Publishers, a subsidiary of News Corporation, to publish paid audio and video content over the Internet. The company sells exclusive content on its Web site, iAmplify.com, and via syndication to portals, aggregators and distributors.

iAmplify has exclusive rights to a large catalog of content in more than 30 verticals such as fitness, yoga, nutrition, relationships, spirituality, sports and more. Content is available for download to computer or any portable media device including iPods and cell phones; and is always available online at www.iAmplify.com. Founded in 2004 by Internet pioneers Jack and Murray Hidary, iAmplify.com now has offices in New York and Los Angeles.

History

The Company was founded in 2004 by entrepreneurs Jack and Murray Hidary. Since its inception, iAmplify has launched a multitude of partner sites producing multimedia content for well-known fitness and lifestyle experts and corporations. The Company has also established an extensive syndication network through large partners including Google Video and Yahoo Stores as well as key niche sites by content vertical.

iAmplify Platform

The iAmplify technology platform enables content providers or “Amplifiers” who are publishing through the platform to integrate the multimedia experience into their own site as well as schedule, build queues, store and edit their content. Subscribers can then download multimedia content to their desktops or mobile devices and a notification is emailed to them when new content is available.

- For Amplifiers, iAmplify provides software, hardware and production assistance to create streams, downloads and Podcasts of their material.
- For online retailers, iAmplify offers plug-and-play merchandising, which can serve their customers targeted downloadable products. Shoppers can purchase downloads a-la-carte or via ongoing branded subscriptions.
- For media publishers, iAmplify provides new ways to sell content directly to their existing audiences and distribution to new markets being created by emerging iPod and mobile technologies.

About the Founders

Jack and Murray Hidary founded Earthweb in 1995 and took it public with a record breaking IPO. Then in 2001, they founded Vista Research, which provided the country's largest investment fund managers with new access to industry expertise. Vista Research was sold to McGraw Hill/Standard & Poors in April of 2005.

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