



About One True Media:

Founded in early 2005, **One True Media** is transforming the digital media landscape by making it easier than ever to create, share and preserve important memories. With One True Media's online service, visitors can take the digital media they have -- video, photographs, music and text -- and transform them into personal video stories, DVDs and photo books they can share. One True Media empowers the consumer to express himself in new and creative ways by eliminating the complexity inherent in video editing, and making the entire process from creation to output fun and rewarding.

The One True Media service is designed for people who want to bring their video, photos and music to life, but don't want to invest hours in creation of a professional looking video. Web site destinations that have passionate user bases can also tap into One True Media. Babycenter.com has integrated the service into their offering for their members.

One True Media is backed by \$5 million in funding from Kleiner Perkins Caufield & Byers. As of July 2006, One True Media more than 400,000 registered users. The company is based in Redwood City, CA.

Executive Management Team:

Mark Moore, CEO and Co-Founder

Mark Moore co-founded One True Media after experiencing first hand the difficulty of creating video of his young family. As CEO he is responsible for the company's strategic planning and product development. Moore, who began his career at Oracle focusing on the company's early interactive TV initiatives, played a founding role in three previous start-up ventures, including Listen.com, now the popular music subscription service, Rhapsody. Most recently, Moore was EVP of Products and Services for Niku Corporation, a designer of enterprise IT project/portfolio management systems. Moore holds a BS in computer science from Northwestern University.

John Love, COO and Co-Founder

As COO of One True Media, Love drives the company's internal and financial operations. Prior to One True Media, Love spent six years with Niku Corporation where he headed up three of the company's key organizations: Professional Services, Alliance Program, and Development Operations. As Principal at American Management Systems, Love oversaw design and implementation of major IT systems. John has an MBA in Strategic Management and Information Technology from the University of Minnesota's Carlson School of Management and a BA in Economics from the University of Wisconsin-Madison.

Ian Lovejoy, CTO

As CTO at One True media, Ian Lovejoy is responsible for designing, developing, and refining One True Media's patent pending video technology. Prior to OTM, Lovejoy was Chief Technologist at Ofoto Inc., (now Kodak EasyShare), the online photo sharing and printing site. Ofoto is the world's largest photofinishing site, supporting millions of active users and a huge volume of online ordering daily. At Ofoto, Lovejoy provided architectural leadership to develop a globally distributed system that is reliable, cost effective, and massively scalable. Prior to Ofoto, Lovejoy served in leadership roles at a host of other technology focused companies.