

CYRTE INVESTS IN SPOTZER MEDIA

VIDEO ADVERTISING PIONEER CLOSES THIRD VENTURE ROUND

Amsterdam, The Netherlands – March 20, 2007 – Spotzer Media Group, BV, the first global online advertising agency dedicated to making video advertising fast, affordable and highly targeted, today announced that it had closed a third round of venture capital financing from Cyrte Investments, the telecom, media and technology fund based in Naarden, The Netherlands.

Spotzer is set to launch global advertising services through its website (sneak preview of alpha version available now at www.spotzer.com) and through field and telesales professionals. For remarkably low fees clients will be able to license and then personalize high quality pre-produced video commercials and also plan and buy highly targeted air or media time on television, websites, out of home TV, cell phones and other mobile devices such as MP3 players.

Spotzer was established last year by five time entrepreneur Andrew D. Klein who is widely recognized in the United States as the pioneer of online public stock offerings. The Internet investment bank he started in 1996, Wit Capital, was part owned by Goldman Sachs, went public in 1998, and ultimately was acquired by brokerage giant Charles Schwab. Klein serves as Spotzer's Chairman and Chief Executive Officer.

Theo Lenssen, one of Europe's most acclaimed commercial directors, is Spotzer's creative director.

"Cyrte has a major presence and deep relationships throughout the global media and technology sectors," said Klein. "It is an honor and an opportunity to win their support."

"This transaction has tremendous strategic value for Spotzer," added Lenssen. "Cyrte will help us establish relationships with media outlets and creative agencies and evaluate opportunities and challenges in the quickly changing media landscape."

About Spotzer

Spotzer is an Internet media company that is making video advertising fast, affordable and highly targeted for businesses globally. Through Spotzer, advertisers will be able to license and then personalize a high-quality video ad for remarkably low fees. Advertisers will also be able to create geographically and demographically targeted media plans and purchase advertising-time on

television, websites, out of home television networks, cell phones and other mobile devices such as MP3 players. Clients will be able to complete the entire video advertising process online through the group's website: www.spotzer.com

About Cyrte Investments

Established in 2000, Cyrte Investments focuses on public and private companies in the telecom, media and technology sectors. Its funds are managed by a team of highly accomplished media and investment professionals. Cyrte's investors include the Dutch pension fund PGGM and the media entrepreneur John de Mol. Private merchant bank NIBC holds a 25% stake in the management company of Cyrte Investments.

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