

## **PermissionTV Appoints James Alla as Senior Vice President of Sales and Business Development**

*Media Industry Veteran to Lead PermissionTV's Sales and Business Development Initiatives*

WALTHAM, Mass. – July 28, 2008 – **PermissionTV**, a leading online video platform provider, today announced that media and software industry veteran Jim Alla has been named Senior Vice President of Sales and Business Development. Alla brings to PermissionTV more than 25 years' experience in the agency and advertising, media and entertainment sectors with a focus on sales, relationship building and business development for both Web-based technologies and customer engagement platforms. He will oversee the development and management of PermissionTV's sales strategy and operations and report directly to President and CEO Bob Lentz.

"Jim brings extensive experience building and managing business development and sales teams for high-growth media and technology companies," said Bob Lentz. "I look forward to working with Jim to bring PermissionTV to the next level of our growth by further cultivating current relationships and penetrating new markets."

Alla, who most recently served as Vice President and General Manager of Media, Entertainment and Communications at FAST Search and Transfer<sup>TM</sup>, a Microsoft subsidiary, is a seasoned executive who has led sales efforts at media companies and online businesses. Prior to FAST Search and Transfer, Alla was Vice President of Integrated Media and Online Sales of International Data Group (IDG), one of the world's largest technology media companies. Alla has also held executive management roles at Dotomi, 24/7 Real Media, Engage/AdKnowledge and Ziff Davis, where he built and ran teams as large as 200 people with revenue responsibility in excess of \$200 million.

"PermissionTV has emerged as the most innovative online video platform provider in the industry, and I welcome the opportunity to join such the talented and passionate team they have assembled," said Alla. "I look forward to helping our clients further engage consumers and meet their marketing objectives through rich, interactive online video experiences."

Alla earned a bachelor's degree in economics from Middlebury College.

**About PermissionTV**

PermissionTV provides a flexible online video platform for brand marketers and advertisers, media companies and publishers, as well as their agencies, content producers and technology providers. This platform helps organizations leverage the power of online video to achieve their marketing objectives through the creation and management of customizable experiences. PermissionTV's online video tools help customers such as Bob Vila, Boston Symphony Orchestra, FHM Magazine, Harvard Business Publishing and Intercontinental Hotels capture new audiences, enhance relationships, maximize customer value and generate revenue. For more information, please visit [www.permissiontv.com](http://www.permissiontv.com).

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**PERMISSIONTV CONTACT**

John Connolly

BluePoint Venture Marketing for PermissionTV

(781) 861-7800

[jconnolly@bluepointmktg.com](mailto:jconnolly@bluepointmktg.com)