



VIMEO VIDEO SCHOOL LAUNCHES AS A FREE, FUN AND EASY WAY TO HELP PEOPLE MAKE BETTER VIDEOS

Over 800 Lessons, Tips, and Tutorials are Available for the Beginner or Advanced Video Maker

NEW YORK, Dec. 16, 2010 – Online video sharing site Vimeo®, an operating business of IAC [NASDAQ: IACI], today launched Vimeo Video School, a free online educational initiative to help people of all skill-sets make better videos.

Vimeo Video School includes ‘Video 101’, a series of originally produced videos for beginners that covers step-by-step instructions on choosing the right camera, shooting tips and simple editing techniques. The site also covers popular subjects such as how to shoot video with the increasingly popular HD DSLR cameras through an informative and light-hearted eight-video series called ‘DSLR Basics’ with renowned videographer Philip Bloom.

At the center of the Video School experience are the internally-developed Lessons. Lessons are short, simple-to-follow tutorials created to support and to inform people on a wide range of video-related topics. By combining videos, written explanations, photos, relevant external links and an appropriate dose of humor, Lessons provide a more informative and detailed set of instructions that people can follow and then put into practice. Each Lesson ends with a Lesson challenge, giving the opportunity to practice the newly learned subject with other like-minded members in Vimeo’s well-known and supportive community. Basic to advanced Lessons can be found on a broad set of topics and new Lessons will be introduced regularly on the site every week. Now, anyone that has ever watched an amazing timelapse video and thought “I wish I knew how to do that,” can visit the How to Make a Timelapse Lesson in Vimeo Video school and learn how today.

Additionally, the Vimeo staff has selected hundreds of user-generated video tutorials created by Vimeo members and organized them into easy-to-find categories. Users can browse through tutorials to find those that best fit their level of experience and areas of interest. Tutorials span categories of lighting, sound, gear, etc.

"Vimeo has an amazing community of members who enjoy sharing their knowledge to help each other reach the next level, whatever that level might be," explained Dae Mellencamp, General Manager, Vimeo. "With Vimeo Video School we have created a structured extension of what our community members have done for one another for years – teach and share best practices."

"Vimeo Video School is the next step in our continued commitment to provide a platform for people to learn from and inspire each other," said Blake Whitman, Director of Community and Product for Vimeo "By aggregating



well-produced tutorials made by our members as well as creating light-hearted and informative Lessons ourselves, we are making the process of creating videos easy and fun.”

About Vimeo, LLC

Leading video sharing site Vimeo® provides the easiest way for people to host and share their videos in high quality. The site provides great privacy features and inspiring videos from a vibrant, respectful community of creative users who care about how and where they show their work. Launched in 2004 and headquartered in New York, NY, Vimeo offers users a video sharing experience that is both entertaining and easy to use. Vimeo is a 2010 & 2009 Time Magazine Top 50 Website. Vimeo, LLC is a subsidiary of IAC (NASDAQ: IACI).

###

Media Contact: Deborah Szajngarten, (212) 524-8776, press@vimeo.com