



VIMEO ADDS CREATIVE COMMONS LICENSE AGREEMENT OPTIONS TO ITS FEATURE-SET

Artists Can Easily Express How Others Can Use and Distribute Their Original Content

NEW YORK, July 13, 2010 – Vimeo®, an operating business of IAC [NASDAQ: IACI], now offers Creative Commons licensing options for its members. Creative Commons licensing helps artists to define the specific usage rights that allow others to use, perform, distribute, and make derivative works from their original works. With an easy selection of one of six free Creative Commons licenses, artists can retain their copyright while choosing to allow others to use their work given proper credit and maintenance of simple conditions specified in the Creative Commons agreement.

"Creative Commons licenses have been a highly desired feature by the Vimeo community. By offering this new feature, we help make it easy for creators to allow others to use their works while still maintaining their copyright," said Dae Mellencamp, Vimeo's General Manager. "Supporting video creators with the tools and services that they need to share their work the way they choose is one of Vimeo's main goals."

"This is great news for Vimeo users of all kinds," said Eric Steuer, Creative Commons' Creative Director. "It's now easier than ever for video creators on Vimeo to share their work on their own terms - they can simply select a Creative Commons license to offer some rights to the public, while reserving other rights exclusively. Meanwhile, people looking for high quality videos that they can legally share, use, adapt, and remix can find them on Vimeo, where an ever-evolving collection of work is available for use under Creative Commons' permissive copyright licenses."

Creative Commons offers six primary license agreements, each with its own set of terms governing, among other things, attribution requirements, derivative works, and commercial use. Complete details can be found at Creative Commons' website, www.creativecommons.org.

About Vimeo, LLC

Leading high quality video sharing site Vimeo® is a vibrant, respectful community of users who showcase their creativity and individuality. The site features beautifully produced video from its many talented content creators and video enthusiasts. 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 listed as a Time Magazine Top 50 Website in 2009. Vimeo, LLC is a subsidiary of IAC (NASDAQ: IACI).

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