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Apeer to Launch Group All-in-One Communication and Collaboration Application for Digital Media at Henry Stewart New York 2008

SAN FRANCISCO / NEW YORK – (May 7, 2008) – On Monday, May 12 and Tuesday, May 13 at the Henry Stewart New York 2008 Digital Asset Management & Marketing Operations Symposium, Apeer will unveil the world's first all-in-one group communication and collaboration application for digital media. The company will be demonstrating its Beta Version of Apeer Professional for PCs and qualifying candidates for their private Beta program.

“Anyone that requires a quick and easy way to exchange and review images, audio, video and PDF files will love Apeer,” said Bob Goldstein, CEO, Apeer Inc. “Apeer replaces flat, posting platforms and seamlessly integrates with the regular workload while facilitating effective communications around a project or work process. It will fundamentally change the way professionals engage in customer interactions.”

Apeer was created to transform the business-to-business customer service industry by drastically altering the customer exchange experience. It is the first and only application that enables individuals to enter into a synchronous and instant multi-user, participatory exchange where all parties can simultaneously view photos, hear music, and see videos in real time over the internet – all in one window. Apeer also provides conversational tools with built-in voice and chat.

In using Apeer, professionals working with visual content, such as creative, advertising, and media, as well as help desks and call centers, will have the opportunity to provide clients with instant access to project materials and information. This new use of real-time, synchronous exchanges will resolve delays and delivery problems experienced with hard copy or e-mail transmission, which typically slow down the overall creative or customer approval process.

Participation in Apeer sessions is by invitation only ensuring privacy and all media exchanged within Apeer is encrypted and secure.

Example: How Apeer is Being Used

A designer needs to provide the client with sketch ideas. In order to meet the client imposed deadline, the designer needs immediate feedback on the sketches and needs to take possession of graphics to be supplied by the client.

The designer logs into his Apeer account and then invites the client to join him. The two are now connected in a private Apeer session. The designer drags and drops jpeg sketches, a video file and a photo into the Apeer window where they instantly materialize on the client side. The client then shares hi-res images of the management team from a recent photo shoot with the designer. The two are now viewing the same files at the same time, and both have the ability to maneuver and

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control the files within the Apeer window - instantly and spontaneously. Designer and client are engaged in a unique creative connection.

The client approves the concept and decides to invite the website programmer to join the session to ensure that the design fits with the website functionality. Now all three parties are connected in the conversation. The programmer is able to drag the screenshots off the Apeer window, save them to his system and immediately start working with them. The designer is able to save off the team photos for the final version of the site.

About Apeer

Apeer was founded in 2005 by digital media industry veterans Bob Goldstein, Paul Wensley and Jon Bloodworth who recognized significant limitations in the available options for exchanging and experiencing digital media over the internet. The founders leveraged their collective knowledge to identify the specific need for a common media player in a shared space that could handle multiple media formats, and the ability to integrate the exchange of media files simultaneously with multiple users between PC's and mobile devices. The original team is now expanding to support go-to-market efforts with operational, engineering and sales and marketing talent.

For additional information about apeer, visit www.apeer.com.

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