



NEW VIMEO REDESIGN LETS PEOPLE FOCUS ON THE VIDEO FIRST

Vimeo Evolves the Video Experience by Making It Easy to Share, Discover And Be Inspired

NEW YORK, Jan. 24, 2012 –Vimeo®, an operating business of IAC [NASDAQ: IACI], today announced the first step in its rollout of the new Vimeo, a full redesign of its website. This redesign will provide registered users with a better Vimeo experience through a 2x larger full-width player, the ability to play videos from their personal homepage, improved navigation, more account privacy options, and a host of new sharing and discovery features <http://vimeo.com/35514005>.

“Vimeo’s growth [approx. 65M Monthly uniques in Dec. 2011] and dedication to maximizing user experience was the catalyst for this redesign,” said Dae Mellencamp, Vimeo CEO. “The result protects the essence of Vimeo while allowing for future growth of audience and features in a simple, intuitive environment.”

Vimeo rebuilt the site from the ground up using current programming languages and open web standards to deliver optimized site performance and easier, faster browsing. The cleaner codebase allows for more rapid development so the team can release site updates and new features in less time.

“We completely rethought the user experience to evolve Vimeo into something that meets our users’ needs today and tomorrow,” said Sockyung Hong, Vimeo Vice President of Design and User Experience. “Our goal was to strike a balance between friendly and elegant while still preserving our fun personality.”

The new Vimeo design delivers better access to contextually relevant videos through a host of smart browsing capabilities, including a pull-down video discovery bar on the video page that enables users to explore their feed, recently viewed videos, watch later queue, and related videos. ‘Related Videos’ is Vimeo’s new recommendation engine that suggests videos based on similar videos that other people have “liked.”



The Vimeo redesign offers advanced search filters that allow users to better narrow results by relevancy, length, credits, copyright license, and more. The redesign also includes a new section that enables users to browse videos that are subject to Creative Commons licenses.

The site added a host of features based directly on user feedback. New privacy options include the ability to keep video stats and ‘your activity’ feed private as well as blocking other users. People can now upload multiple video files at once and will receive an alert if problems are detected with their video files before the upload is complete. For a complete list of new features, please visit www.vimeo.com/new.

Today, Vimeo will allow sign-ups for a closed test of the new design. The site will provide access to a set number of users during this closed testing period. However, Vimeo plans to make open sign-ups available for it’s members in several weeks. For more information, please visit <http://vimeo.com/blog:473>

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).

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Media Contacts: Deborah Szajngarten, (212) 524-8776; for U.S. inquires, Sean Hamel, (212) 524-8791; for European Inquires, Nikki Thompson, +44 (0) 7763 632 048; or press@vimeo.com