

MACHINIMA.COM LOCKS IN \$9 MILLION INVESTMENT FROM REDPOINT VENTURES

Financing to Enable Company to Expand Community Scale, Reach and Engagement

Los Angeles, CA – June 15, 2010 – Machinima.com, the premier online entertainment network for video gamers, today announced a \$9 million venture capital investment from Redpoint Ventures, a leading, early stage venture capital firm based in Menlo Park, CA with offices in Los Angeles, CA and Shanghai, China. Coming on the heels of a landmark calendar year of over 300% audience growth, Machinima.com will utilize this Series B round of financing to accelerate further growth. In the month of May, Machinima.com delivered over 127 million video views to over 27 million uniques.

Geoff Yang, a partner at Redpoint Ventures, and a serial early-stage backer of successful web ventures including Ask Jeeves, Excite, Gaia Online, Homeaway, Juniper Networks, MySpace, Netflix, Scribd and Tivo will join the board of directors of Machinima.com

“We are extremely excited about this new partnership with Redpoint Ventures and Geoff Yang”, said Machinima.com CEO and Chairman Allen DeBevoise. “This capital infusion will enable us to further expand the scale, reach and engagement of our community while delivering the best global marketing platform for video games on the planet for our customers and partners.”

"We're delighted to be a part of Machinima. Video gaming is an enormous market, and has become mainstream media," said Geoff Yang. "Machinima is the leading entertainment network for this exciting market, and begins to blur the line between game and entertainment experiences."

Following the success of the ‘Machinima’ Channel on YouTube, the number one channel in the entertainment category, Machinima.com has launched two new original channels – ‘Machinima Sports’ and ‘Machinima Respawn’, which delivered over 100 Million video views in the first 3 months. The company also produces 25 original franchise shows that showcase gameplay, industry news, game highlights, commentary, and comedy and drama series. Machinima.com boasts one of the most highly engaged and active video game audiences as evidenced by the enormous community engagement created for *Call of Duty: Modern Warfare 2* that generated over 125 Million video views in the first 100 days after the release of the game.

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About Machinima.com

Machinima.com has rapidly expanded to provide comprehensive and compelling entertainment content focused on gaming within the core male 18 – 34 demographic. The company generates more than 120 million video views per month across its network, making it the number one all-time Entertainment Channel on YouTube and the ultimate destination for video gamers. Machinima.com also operates 25 franchise shows which showcase gameplay, industry news, game highlights, and commentary. The company also creates original series for game publishers, developers, networks and studios that help generate ongoing community between and around title releases. The word “Machinima” is a loose hybrid of the words “machine” and “cinema” and is used to describe the process of creating real-time animation by manipulating a videogame’s engine and assets. Machinima.com’s Series A round of financing was executed by MK Capital with substantial support from MK Capital Partners Mark Terbeek and Yair Landau. Additional Board Members at Machinima.com include Matt Coffin and Joi Ito.

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