



MIVA DIRECT LAUNCHES ALOT DESKTOP BETA

New Widget Delivery Platform Extends the Reach of MIVA's Expanding ALOT Brand

NEW YORK - December 17, 2008. MIVA Direct, Inc., the toolbar, homepage and content division of digital media and advertising company, MIVA, Inc. (NASDAQ:MIVA), today announced the beta release of [ALOT Desktop](#), a free software application that enables users to display widgets directly on their computer desktops without having a browser window open.

Through the new product, users can choose from a range of different ALOT widgets that they can customize and then add to their desktops. These widgets include an online radio player, news headlines, weather and celebrity gossip. It is intended that with future releases of the product, users will be able to access any widget from MIVA Direct's rapidly expanding online widget portfolio, [ALOT Buttons](#).

The ALOT brand was launched by MIVA Direct in Q4 2007 and is designed to 'Make the Internet Easy' by aggregating 'best of the web' content within widgets that can be displayed across toolbars, homepages and now desktops. ALOT's toolbar and homepage products come pre-configured across 40 different categories, enabling MIVA Direct to build up niche vertical audiences. The ALOT music and recipe toolbars, for example, currently have over 900,000 and 500,000 users respectively.

"Our objective with ALOT is to create an integrated widget platform that users can interact with across a variety of different touch points," commented Peter Corrao, MIVA's President and CEO. "We believe that adding increased integration through the launch of products like ALOT Desktop not only enhances user experience, but also provides a valuable platform for brand and direct response advertisers to reach potential customers."

The beta release of ALOT Desktop follows the October launch of MIVA Direct's new, fully customizable toolbar and homepage products, [ALOT Toolbar](#) and [ALOT Home](#). Together, ALOT's toolbar and homepage products generate over 110 million searches each month¹.

According to an October 2008 report from Razorfish, 55% of "connected consumers" - people with broadband who use social networks and digital media - use widgets on their desktops with some frequency, and 62% use them on personalized homepages and social networking sites.

www.alot.com
www.alot.com/desktop/
www.miva.com

¹ Source: Internal statistics; monthly average across Q3 2008

About MIVA Direct, Inc.

MIVA Direct operates a portfolio of consumer websites, interest-specific toolbars and personalized homepages. MIVA Direct's millions of active toolbars span a range of niche sectors including jokes, music, recipes and horoscopes and offer consumers search functionality in addition to one-click access to tailored content. MIVA Direct is owned by MIVA, Inc. (NASDAQ:MIVA).

About MIVA®, Inc.

MIVA, Inc. (NASDAQ:MIVA) is a global digital media company with a mission to deliver valuable digital audiences to advertisers. MIVA has two focuses to its business: owning and operating a growing portfolio of consumer destination sites and interest-specific toolbars, through its MIVA Direct division; and running a third-party contextual Pay-Per-Click ad network focused on key vertical sectors, through its MIVA Media division. MIVA, Inc. operates across North America and Europe.

Forward-looking Statements

This press release contains certain forward-looking statements that are based upon current expectations and involve certain risks and uncertainties within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. Words or expressions such as "anticipate", "plan," "will," "intend," "believe" or "expect" or variations of such words and similar expressions are intended to identify such forward-looking statements. These forward-looking statements are not guarantees of future

performance and are subject to risks, uncertainties, and other factors, some of which are beyond our control and difficult to predict and could cause actual results to differ materially from those expressed or forecasted in the forward-looking statements, including (1) our ability to successfully execute upon our corporate strategies, (2) our ability to develop and successfully market new products and services, and (3) the potential acceptance of new products in the market. Additional key risks are described in MIVA's reports filed with the U.S. Securities and Exchange Commission, including the Form 10-K for fiscal 2007 and our most recently filed Form 10-Q.

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