



MIVA Direct Adds Live Community Features to ALOT Following Signing of MEEBO Agreement

NEW YORK - February 19, 2009. MIVA Direct, Inc., the toolbar, homepage and content division of digital media and advertising company, MIVA, Inc. (NASDAQ:MIVA), today announced the roll out of live community features across its ALOT Toolbar and Homepage products following the signing of a new agreement with Meebo, one of the Web's fastest growing social media companies.

Under the terms of the agreement, MIVA Direct is using Meebo's technology to facilitate real-time social interactions between users via chat rooms that are promoted across ALOT Toolbar and ALOT Home. Meebo is serving social ads into the technology and MIVA Direct will earn a share of the revenue generated from these ad units.

In addition to the expected revenue it will generate, the functionality is also designed to extend ALOT's mission of 'Making the Internet Easy' by delivering further value to the brand's existing vertical audiences. Chris Dessi, MIVA Direct's VP of Sales and Business Development, explains:

"Since launching ALOT we've been building up users across a broad range of different verticals - our ALOT Toolbar for Recipes, for example, currently has over 335,000 live users¹. We believe there are significant potential benefits in offering vertically focused chat rooms that enable these like-minded users to communicate directly with each other, and believe that Meebo is a great application to help us kick-start this process."

Added Stephanie Quay, Meebo's Director of Business Development: "The scale and vertical focus of ALOT's customer base makes them a great fit for Meebo. We look forward to working with them to roll out and monetize our solution."

www.alot.com
www.miva.com
www.meebo.com

¹ Source: Internal statistics: 2/8/09

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 toolbar, homepage and desktop products, through its MIVA Direct division; and running a third-party contextual Pay-Per-Click ad network through its MIVA Media division. MIVA, Inc. operates across North America and Europe.

About Meebo, Inc.

With over 40 million people sharing over 5 billion messages and 75 million links every month, Meebo is one of the Web's fastest growing social media companies. Founded in September 2005, Meebo enables real-time social interactions with instant messaging and group chat at meebo.com and on partner sites across the Web. Meebo is headquartered in Mountain View, CA. Visit meebo.com to connect with friends live on the Web.

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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