

VideoDome.Com Networks Announces Looksmart as Newest Customer and Debuts Media Manager 3.0

Company Also Introduces New Corporate Web Site That Features Digital Media Publishing Application Service

BURBANK, Calif.--(BUSINESS WIRE)--Sept. 27, 2000-- VideoDome.Com Networks, Inc. announced the signing of its newest customer, Looksmart (NASDAQ:LOOK), www.buyitontheweb.com, and debuted the official release of Media Manager 3.0, the company's digital media publishing application service (DMP-ASP). VideoDome.Com Networks also premiered a new corporate web site, located at <http://videodome.com>.

"For the greater part of the past year, our Media Manager versions

- 1.0 and 2.0 beta technologies were used extensively by FoxKids.com Online Network and the Fox Family Channel to showcase their library of video assets on the web," noted Daniel Aharonoff, CEO/Founder of VideoDome.Com Networks, Inc. "Now among our list of premier customers, Looksmart has signed on to fully utilize the features and benefits of our new Media Manager 3.0 release."

"We have found the new Media Manager 3.0 the perfect solution to get our library of video titles onto the Internet quickly and easily," commented Neil Evans, Director of eCommerce at Looksmart. "Selling on the Internet with high quality streaming video is a great service to our customers. Our relationship with VideoDome.Com Networks and the unique features of their new Media Manager 3.0 application have made video streaming simple and efficient."

"Media Manager 3.0 creates an easy, non-technical way for business and institutional customers to publish their digital media quickly to the web," added Aharonoff. "Now more than ever, we can maximize the end-user experience, making it flexible, simple and powerful. Our new application service bridges the gap, from hosting media content, to publishing onto a web site, and at the same time provides a turnkey, low cost solution. Our goal is to simplify and accelerate time to market, from physical audio or video tape in the box, all the way to colorful, instantaneous streaming media over our customers' web sites, without requiring technical expertise or a long development time-frame."

About Media Manager 3.0

Media Manager 3.0 incorporates several important new digital media enabling features, including VideoDome vSearch, a complete media search engine that finds and indexes media assets thereby simplifying the end-user experience, and VideoDome vSecureStream, a basic media authentication engine.

Media Manager 3.0 is a 3rd generation web-based technology that provides easy management and publishing of digital media to the web. It provides an easy web-based application with no installation or configuration requirements. Key features include the ability to search for video, dynamically generate web pages and completely simplify the digital media publishing process.

Other features Media Manager 3.0 include:

- Easy creation of media channels and resulting web templates.
- Ability to add, delete, enable or disable media titles or channels with simple checkboxes.
- Create custom playlists or ad insertions.
- Support for both Microsoft Windows Media and Real Networks Real Video Player.
- Support local or remotely hosted media content (other networks).
- Usage of predefined or custom web templates that dynamically generate web pages for optimal end-user experience.

Media Manager 3.0 system features include synchronization and support of remote media (hosting) networks, with distributed delivery networks support for Intel® Internet Media Services, to be announced in its upcoming Release 4.0.

About VideoDome.Com Networks

Headquartered in Burbank, VideoDome.Com Networks Inc. is an industry leader in providing customers with applications services to enhance digital media processing, management and publishing. The company enables owners of audio and video content to distribute, manage and easily publish their media assets to the Internet or corporate intranets. VideoDome.Com is setting the standard in this new form of digital content publishing and simplifies the process through the use of its web-based Media Manager 3.0 application. The company received an early round of financing from I.T. Technology Inc.

VideoDome.Com's clients, past and present, include FoxKids Online Network, Fox Family Channel, Looksmart, Guthy-Renker Corp., Walt Disney Pictures and NBC Television. VideoDome.Com Networks headquarters are located at 3500 W. Olive Avenue, Suite 300, Burbank, CA 91505, phone: 818/986-4638, fax: 818/986-4163.

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