



For immediate release

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**SightSpeed Names Ad Industry Veteran  
Peter Hanley to Board of Advisors**

*Former senior executive of Arnold Communications, Young & Rubicam and  
J. Walter Thompson brings more than four decades of  
advertising and marketing experience*

**Berkeley, Calif.–Jan. 3, 2007**—SightSpeed, the leading provider of personal video services over the Internet, has announced that Peter Hanley, formerly president of Arnold Communications in Washington, D.C., and currently president of PlanNet Strategic Planning Group, has joined the Board of Advisors of SightSpeed Inc.

“I don’t know anyone who has the depth and breadth of marketing experience that Pete has,” said SightSpeed CEO Peter Csathy. “From consumer products to financial services to e-businesses, he’s seen the evolution of marketing and advertising during nearly half a century. Considering SightSpeed’s current growth rate and drive toward increased market recognition, Pete’s 42 years of experience in advertising and marketing, on both the agency and client sides, will be extremely helpful. We will look to him for guidance not only to help develop SightSpeed’s marketing strategy, but also to provide counsel for a broad range of strategic business initiatives for both our consumer and business customers.”

Hanley's career began in 1964 with Dancer-Fitzgerald-Sample (now Saatchi & Saatchi) in New York. Among his clients were General Mills, Procter & Gamble and 3M. In 1970, as a result of his outstanding performance, he was appointed vice president of DFS at age 28, the youngest VP in the agency's history. From there he joined PepsiCo Japan, Ltd., in Tokyo. In 1981, he joined J. Walter Thompson and for 10 years managed key accounts in a wide range of industries, including telecommunications/technology (McCaw Communications, Northern Telecom, Bell Atlantic, IBM), transportation (Emery Worldwide) and finance (Freddie Mac, Manufacturer's Hanover Trust, 1<sup>st</sup> American Bank).

From 1991 to 1993, he served as executive vice president at Young & Rubicam in New York, where he supported the \$260-million AT&T worldwide account. In 1993, Hanley was appointed president of Arnold Communications in Washington, D.C., and led the agency's 10-fold growth to more than \$150 million in only three years.

In 1999, he began a new career in strategic Internet marketing with Solven.com, a company he co-founded. His focus was providing strategic planning for companies involved in e-business solutions. He is currently president of the Strategic Planning Group at PlanNet. PlanNet ([www.YourMeeting.com](http://www.YourMeeting.com)) also provides professional meeting management services and online conference registration for meetings, conferences and incentives for organizations based in the United States and abroad.

"I am honored to accept the appointment to the Board of Advisors of SightSpeed," said Hanley. "It is especially exciting since I have spent much of my career working with technological innovations. And as an early adopter of VVoIP [voice/video over Internet Protocol], I am very optimistic about the direction of this technology. I look forward to helping SightSpeed grow in any way I can."

Hanley served for 18 years as a member of the Board of Trustees of Marist College in Poughkeepsie, N.Y., before retiring in 2004. He and his wife, Rosemary, are co-authors of a cookbook, *America's Best Recipes*, published by Little Brown & Co.

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### **About SightSpeed Inc.**

SightSpeed offers consumers and small businesses the most complete and compelling suite of personal video services over the Internet. SightSpeed's award-winning free and premium services include best-in-class video and voice over IP (VVoIP), voice over IP (VoIP) and text messaging (IM). SightSpeed offers advanced community features, including a public directory and an easy-to-use video creation platform that gives users the ability to record and publish original user-generated content to blogs, websites and emails. SightSpeed also offers

SightSpeedTV place-shifting features, as well as support for mobile personal video. SightSpeed's suite of industry-leading video services offers unique opportunities for video-enabled advertising and e-commerce, in addition to communications, content creation and publishing.

Founded in 2001 and based in Berkeley, California, SightSpeed is a privately held company funded by The Roda Group, best known for launching the company Ask Jeeves. For more information about SightSpeed, visit [www.sightspeed.com](http://www.sightspeed.com).