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**FOR IMMEDIATE RELEASE**

## **SEEING GREEN WITH SIGHTSPEED**

*For Earth Day—and every day—SightSpeed video calling is the environmentally friendly and money-saving way to meet face-to-face*

**Berkeley, Calif.—April 17, 2007—** Sure, we all try to do our part for the environment, but with Earth Day just around the corner, we're reminded that we can always do more. For example, telecommuting and teleconferencing are two ways that will help cut down on oil and gasoline use and reduce emission and pollution levels—while increasing productivity, reducing personal stress levels and saving money. It's a great way to go green and keep some green, too.

Video- and voice-communications provider SightSpeed is doing its part to save the planet by providing online video services that include free video calling, free video messaging and free PC-to-PC voice calling. And for \$5 a month, SightSpeed PRO plan users have access to a suite of easy-to-use desktop video-conferencing features that help them collaborate and stay connected with co-workers, clients and customers while avoiding daily commutes and unnecessary business trips.

By using SightSpeed, people travel less and work from home more—without sacrificing important “face time.” And they can feel good about being part of the energy solution.

Business users love SightSpeed because it increases productivity, it's free, it's easy to use and its quality is unparalleled. And who wouldn't appreciate avoiding the grind of a daily commute?

Think of the advantages of holding a SightSpeed video conference call instead of traveling to a meeting: less fuel consumption, less wasted time and less personal wear-and-tear getting there and back. You could probably even save a tree or two by not throwing away all those airport coffee cups and fast-food wrappers.

SightSpeed is also a great tool for business training and distance learning, giving students the experience of being in a classroom without the costs, time out of the office and energy expenditure.

Concerned about time zones and phone tag? SightSpeed's video-mail messaging makes it easier to connect on a personal level even when it's impossible to hold a real-time conversation. SightSpeed makes time- and place-shifting a reality.

But SightSpeed isn't just promoting its services to other companies—it's using them itself to become a greener business.

For example... SightSpeed engineers are required to be in the office only two days per week and are encouraged to work remotely the rest of the time. To confer with colleagues or work with partners when they're off-site, the engineers routinely connect using SightSpeed video conferencing tools. In fact, embedded in the e-mail signature of each SightSpeed employee is a "Call Me on SightSpeed" button that sets up a video call with one mouse click.

And then there's Peter Csathy, SightSpeed's CEO: Peter lives in San Diego and successfully manages the Berkeley, Calif.-based company remotely, relying on SightSpeed calling and video services on a daily—sometimes hourly—basis to keep in touch with his staff, clients and partners. Some of them are at the company's Berkeley offices, but others could be anywhere in the world.

How's it working? Since Peter's virtual arrival 18 months ago, SightSpeed has nearly quadrupled its user base, signed several significant new major distribution deals, and significantly enhanced the quality and leadership position of its service offerings.

"Using SightSpeed to connect with people means I'm comfortable working remotely, which I do the majority of the time," says Peter. "In fact, I rarely even know where the people on the other end of the call are physically located—I just know that we're communicating like we were in the same room. That I'm doing my small part to fight global warming and pollution is a great added benefit."

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## **About SightSpeed, Inc.**

SightSpeed, Inc., offers consumers and small businesses the most complete and compelling suite of personal video services over the Internet. The company's two primary services are SightSpeed and Vlip. 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 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. The company's newest offering, Vlip, is an interactive video destination that uses innovative "threader" technology to link Vlip video posting and replies together on Vlip.com and across multiple Web sites, blogs and wikis, enabling viewers to observe a sequence of video exchanges instead of merely a single video post.

Founded in 2001 and based in Berkeley, California, SightSpeed is a privately held company funded by The Roda Group, best known for launching Ask Jeeves and PolyServe. For more information about SightSpeed, visit [www.sightspeed.com](http://www.sightspeed.com) and check out a whole new and different side of SightSpeed at [www.vlip.com](http://www.vlip.com).