



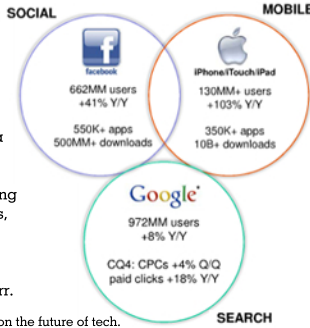
Ology is a leading online entertainment company, consisting of Ology.com, our hub site, ten marquis entertainment properties, and 300-plus exclusive blog and niche sites, spanning music, film, television, celebrity, games, geek and lifestyle content.

Future of Digital Marketing:

"We're at the beginning of a new era for social Internet innovators who are re-imagining and re-inventing a Web of people and places, looking beyond documents and websites"

- KPCB partner John Doerr.

Taken from Mary Meeker presentation on the future of tech.



Ology Facts:

comScore January 2011

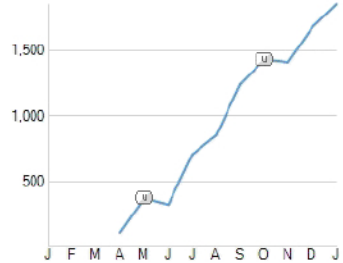
For the 8th month in a row, Ology shattered its previous traffic records. Take a look!

Ology Potential Reach- 23,997,000
Total Page Views- 833,000,000
Average Minutes per Visit: 5.7

54% Male
46% Female

Composition Index UV: 147, A18-34

Total Unique Visitors (000) Trend



Total Unique Visitors (000) to Ology increased 1,516.2% since Apr 2010

Featured Content:

As ology.com has grown, we've been able to provide our readers with more premium content including exclusive interviews with some of today's hottest and most controversial stars on shows like MTV's 'Skins,' Nickelodeon's 'Degrassi,' and Bravo's 'Top Chef: All-Stars', all while remaining a premiere source for the latest in entertainment news.

Interview: Melinda Shankar Is Very Easily Amused

Nick Stahl Interview: Lessons on Sharp Objects

Interview: Daniel Flaherty (MTV's 'Skins')

Interview: Jordan Todosey (Degrassi)



'The Hunger Games' Gets Release Date

by NATALIE ZUTTER



On the way up.

Upcoming:



Ology is pleased to announce the next channel joining our line of quality content: PromOlogy.

Whether it's the hottest dresses for 2011, celebrity prom photos, or long-form humorous essays from our stable of writers, PromOlogy will allow us to focus on that most defining night of young adulthood.

PromOlogy will launch on March 1st and run through the end of April.

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