

FOR IMMEDIATE RELEASE

Rivvid Announces 47% Return Rate in August; Produces Social Media Success for Texting and Driving Campaign

Video trivia website yields strong metrics last month with 25% of visitors returning to play more than 200 times

(LOS ANGELES, Calif.) September 19, 2011 – Rivvid (<http://www.rivvid.com>), a video trivia website, recently released impressive user metrics for August as company announces the success of a client's social media marketing campaign using Rivvid Channels. Last month, 47% of visitors returned to Rivvid after visiting with 25% of visitors playing Rivvid more than 200 times. Dr. Derek Busciglio, a Tampa area orthodontist, contracted Rivvid to develop a custom web campaign using its video trivia platform to educate visitors on the dangers of distracted driving.

Rivvid proved effective for local market penetration; measuring the primary demographic visiting the orthodontist's Rivvid Channel to be comprised of mothers. More than 60% of his visitors originated from the Brandon, Tampa, and Plant City area, where his offices are based. Dr. Busciglio was able to convert the traffic of his Rivvid Channel to Facebook Fans, achieving over a 1000% increase in feedback, interactions, and Facebook "Likes."

Upon learning of his campaign, State Farm, Purina Mills, and several other Tampa businesses sponsored Dr. Busciglio's efforts to promote safer roadways. The Tampa media picked up on Dr. Busciglio's campaign, interviewing him on TV, featuring him on the front cover of a magazine, and in an article in the Tampa Tribune (<http://bit.ly/r2o1Ia>). Media referred audiences to his Rivvid channel for its educational benefits. In addition to promoting safer roadways, Dr. Busciglio anticipates he acquired X new clients at his Tampa practice.

"Rivvid provided a fun, unique way to educate audiences on the dangers of distracted driving," Dr. Busiglio, states. "It provided an interactive experience that communicated the campaign's messaging more effectively by engaging visitors. We received great feedback from supporters on the educational experience Rivvid provided."

On Dr. Busciglio's Rivvid Channel (<http://www.rivvid.com/channel/busciglio-orthodontics>), users answered trivia questions pertaining to 15-second video clips about texting and driving, all the while responding to simulated onscreen text messages sent to them. Using their mouse and keyboard, players responded to text messages displayed via an onscreen phone while having to answer video trivia questions correctly; receiving points for the questions they answered.

Rivvid enabled Dr. Busciglio to capture visitor data on the site's users. His primary visitor demographics were: aged 18-49 years-old; 50% Male / 50% Female; 42% had a household income exceeding \$100K; 63% were college graduates or higher.

Rivvid Channels caters to a variety of custom social media marketing applications, featuring custom channel branding, customizable sidebar widgets, the ability to upload your own videos and much more. With packages ranging from free to \$30 and up, Rivvid Channels provides cost effective marketing solutions for any company. Rivvid also offers targeted advertising to organizations seeking access to their growing user base.

This September, Rivvid will host Wine month; inviting the businesses within the wine industry to host custom branded video trivia channels. Rivvid is proud to welcome Mike Chat, celebrity martial arts trainer and founder of Extreme Martial Arts, and a karate university to Rivvid Channels for Martial Arts History month in October. For more information on Rivvid or to play it for yourself, visit <http://www.rivvid.com>.

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Comment: Can you give me the specific name of this karate university?

About Rivvid, LLC.

Rivvid LLC's mission is to provide an engaging, family-friendly online gaming experience while providing a unique and customized vehicle for brands and celebrities to market to and educate their consumers. Rivvid is 'the new online *video* game,' designed to test viewers' cognitive awareness in timed trivia quizzes featuring a series of 15-second video clips. Rivvid enables companies to leverage the marketing value of its simple, yet addictively challenging gaming platform by way of Rivvid Channels. Rivvid Channels is a social media tool that provides intimate brand experiences, which enable companies to control the messaging and content of the trivia at hand.

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