

March 22, 2010
For immediate release

Future US and NetToons create a new model for interactive advertising.

SOUTH SAN FRANCISCO, CA – Future US, a leading specialty website and magazine publisher, has announced an agreement with NetToons, Inc. to use the NetToons real-time animation platform to create interactive advertising programs for Future US advertisers. NetToons, which officially launched at this year's DEMO conference March 22-23, has developed a cloud-based platform and application suite that allows users to create and share branded animations, called "Tooncasts." NetToons provides all the tools empowering users at any skill level to make pro-quality animations, and do so in real time.

Future US is now combining efforts with NetToons to deliver this brand-centric interactivity to Future US clients. "We are enthusiastic about leveraging the NetToons platform for our advertisers," said Rachelle Considine, Future US VP Sales & Marketing. "NetToons delivers a creative user-generated content experience with the brand control our clients will appreciate."

"Together, Future US and NetToons are creating a new standard for interactive advertising engagement," adds NetToons' CEO Jim Myrick. "Brand managers understand the benefits of user-generated socially-distributed media, but they can also be a little scared of it. NetToons has made it really safe."

NetToons does this by creating a "walled garden" around the brand assets fans use to create and share animations. Fans can't add their own content, but because so much interactivity is already provided to them, they don't need to. "We provide the application, plus the content," says Myrick. The finished animations can act like "mini-trailers" for upcoming games or movies and can just as easily add interactivity to traditional consumer brands.

About Future

Future plc is an international special-interest media group that is publicly traded on the London Stock Exchange (symbol: FUTR). Founded in 1985 with one magazine, today we have operations in the UK and US creating over 180 special-interest publications, websites and events for people who are passionate about their interests. We hold strong market positions in games, music, technology, action sports, film, automotive and crafts. Our biggest-selling magazines in the US include Official Xbox Magazine, PlayStation: The Official Magazine, Nintendo Power, PC Gamer, Guitar World, Maximum PC and Mac|Life, while our UK business publishes leading titles such as T3, Total Film, Digital Camera, Fast Car and Classic Rock. Our web sites include GamesRadar, BikeRadar, TechRadar, and MusicRadar. Future sells over 4 million magazines each month; we attract more than 11 million unique visitors to our websites; and we host 16 annual live events that attract hundreds of thousands of enthusiasts. In addition, Future exports, syndicates or licenses its publications to 90 countries internationally, making us the UK's biggest exporter of monthly magazines.

About NetToons:

NetToons, with offices in the San Francisco Bay Area and Tokyo, Japan, was founded by seasoned entrepreneurs with track records of building global entertainment brands and properties. Visit www.nettoons.com.

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