



FaveQuest takes Ottawa Bluesfest experience to a whole new level *Social Video Platform allows fans to easily see, hear and share all the annual music festival has to offer*

Ottawa, Canada – April 22, 2009 – FaveQuest, the Social Video Platform that helps companies increase revenue by connecting with people through social networks, has added a powerful new level of online interactivity to Cisco Ottawa Bluesfest that will make it far easier for fans to discover and share the exciting line-up of musical acts booked for 2009.

FaveQuest's Bluesfest ViewTube takes advantage of online video to provide fans with a highly visual and user-friendly application on Facebook and a portal on the Bluesfest website to search for and preview the music festival's 200 acts.

Using the FaveQuest Social Video Platform, Bluesfest ViewTube aggregates YouTube video for each act and provides fans with a personalized calendar, email confirmations and alerts, and a direct link to www.CapitalTickets.ca to purchase tickets to any Bluesfest show. Users can send invitations to friends who can then check out videos, add the act in question to their own personal calendar and invite even more friends. Through the Facebook application, it's even easier for fans to send invites for specific acts to friends on their network. And best of all, this service is free to users.

The goal, according to **FaveQuest co-founder and CEO Allan Isfan**, is to provide a greater level of social interaction between the event and its fans, while providing fans with a way to discover and share with their friends everything that is going on at this year's event.

"With such an extensive line-up, it's easy to miss great acts and only find out about them after they've already played," said Isfan. "Thanks to Bluesfest ViewTube, fans can quickly and easily preview the acts that catch their interest and use their personalized calendar to plan their attendance and avoid such disappointments."

For Bluesfest organizers, the benefits of the FaveQuest platform to provide a greater level of interactivity for fans and facilitate a positive festival experience were obvious.

"Today's music fans are internet savvy and massive consumers of online musical content," said **Mark Monahan, Bluesfest's executive director**. "Working with FaveQuest on this exciting new application should help satisfy our fans' desire to learn more, and get more excited, about our line-up."

To access FaveQuest's Bluesfest ViewTube application on Facebook, please visit <http://apps.facebook.com/bfviewtube/>. On the Cisco Ottawa Bluesfest website, visit <http://www.ottawabluesfest.ca> and click on the "Bluesfest ViewTube" button.



Cisco Ottawa Bluesfest runs from July 9-19. For more information on acts and show times, please visit www.ottawabluesfest.ca.

About FaveQuest

FaveQuest has developed a Social Video Platform to help organizations and mass-media outlets expand their audience by engaging with people who are active in social networks.. The FaveQuest platform aggregates video content from multiple sources and makes this content available in custom, branded applications for social networks like Facebook, as extensions to existing websites, or as mobile applications. A modular platform approach allows FaveQuest to rapidly and cost-effectively develop new video applications for customers on the social network or website of their choice.

For more information, please visit www.favequest.com.

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