



FaveQuest drives more online traffic to Ottawa Bluesfest with its unique interactive platform

Bluesfest ViewTube adds Bluesfest Jukebox, other new features to provide fans with more ways to see, hear and share all the annual music festival has to offer

Ottawa, Canada – July 7, 2009 – **FaveQuest**, the Social Video Platform that helps companies increase revenue by connecting with people through social networks, has already delivered significant increases in audience engagement and online traffic to Cisco Ottawa Bluesfest ahead of the signature event's kickoff this week.

“Numbers are up across the board so far this year,” said **Mark Monahan, Bluesfest's executive director**. “With site visits alone, we've seen at least a three-fold increase in the time visitors are spending on the Bluesfest website, which puts us far above the industry average. FaveQuest's Bluesfest ViewTube has made a dramatic difference for us in terms of increasing fan engagement and providing an interactive means for them to enjoy all that the festival has to offer.”

Earlier this year, FaveQuest set out to develop an interactive online platform that would take 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.

The result was Bluesfest ViewTube, an interactive web portal built on FaveQuest's proprietary Social Video Platform. The ViewTube aggregates YouTube video for each Bluesfest 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 of the festival's shows – all for free. Users can send invitations to friends who can then check out videos, add the act in question to their own personal calendars and invite even more friends.

“With Bluesfest, we've demonstrated in a few short months the value in terms of brand awareness and audience engagement that comes from leveraging the power of social media as a marketing and business development tool,” says **FaveQuest co-founder and CEO Allan Isfan**.

“The number of unique online visitors is climbing by more than 1,000 a day, tens of thousands of show bookings have been added to personal calendars and the dramatic increase in the time visitors are now spending on the Bluesfest website is a testament to how much more relevant and useful it has become to the fan base.”

New features: Bluesfest Jukebox

The FaveQuest team has continued to improve and expand the features and functionality of the platform. In the past few days, they have added Bluesfest Jukebox, a festival player that provides



fans with hours of uninterrupted music from the event's acts. When a listener discovers a great new act, they can instantly add it to their personal calendar and invite friends.

Other new features include:

- a news page featuring daily updates from on-the-ground Bluesfest correspondents and a recap of past day's events and acts;
- a daily video blog;
- user-posted video to YouTube and pictures to Flickr; and
- new links to the recently added ByWard Market venue for Bluesfest in addition to the LeBreton Flats line-up

To access FaveQuest's Bluesfest ViewTube application on Facebook, please visit <http://apps.facebook.com/bfviewtube/>.

To access ViewTube on the Cisco Ottawa Bluesfest website, visit www.ottawabluesfest.ca and click on the "Bluesfest ViewTube" button.

For Bluesfest ByWard, visit www.bluesfestbyward.com.

Cisco Ottawa Bluesfest runs from July 8-19. 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 using social media. 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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