

# WINSTAR INTERACTIVE MEDIA

The place for Internet media brands. est 1996

**FOR IMMEDIATE RELEASE: July 9, 2007**

Contact:

Jessie Purton  
Winstar Interactive Media  
100 Park Ave, 5<sup>th</sup> floor  
New York New York 10017  
(t) 212.916.0713  
[jpurton@wims.com](mailto:jpurton@wims.com)

## **Winstar Picked by Mondo Media as Exclusive National Online Sales Rep**

**July 1** –Mondo Media, publisher of Mondo Mini Shows, top-quality animated shorts targeted at teens & young adults, has selected Winstar, a division of Interep Interactive, to be its exclusive online advertising and sponsorship representation company.

Mondo Mini Shows virtual animation channel is configured so that advertisers and sponsors can make one simple buy across multiple platforms including the Mondo Mini Shows’ website, iTunes podcast and mobile video channel. The channel will be anchored by Mondo Media’s hit franchise “Happy Tree Friends”, an animated shorts property with global extensions into TV, DVD, videogames, and line of merchandise.

Mondo Mini Shows’ ad supported website, iTunes podcast, and mobile WAP site are currently viewed over 10 million times per month. Mondo Mini Shows’ branded animation channel is in the top 20 podcast downloads on iTunes & a top 10 ‘partner’ on YouTube.

Winstar Interactive Media is a division of Interep Interactive. Founded in 1996, Winstar Interactive Media specializes in site specific representation & customized advertising packages. Exclusive online properties represented include Atari.com, FoxSearchlight.com, Fodors.com, NASDAQ.com, & the Associated Press Network.

Mondo Media is the world’s leading innovator in the use of new media distribution platforms for the delivery of high quality branded animation targeted at teens and young adults. Mondo Media distributes “Mondo Mini Shows” an ad supported, virtual animation channel available to audiences via the Internet, Podcasts and mobile. Mondo Media produces and distributes the breakout animated hit series “Happy Tree Friends”. The property has evolved into a global franchise and has been adapted into a television series, home video line, mobile phenomenon, videogame and line of merchandise.

#####