



For Immediate Release

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Prendismo, LLC Becomes Video Content Provider For Forbes.com

Ithaca, NY- Beginning October 2009, Prendismo has agreed to provide select video content to Forbes.com to be showcased as part of their “Thought Leaders” initiative.

(<http://www.forbes.com/thought-leaders/>) Prendismo’s content will change monthly based on Forbes.com’s different editorial target areas.

Forbes is an American publishing and media company whose flagship publication is *Forbes* magazine. Forbes.com, launched in 1996, has become a trusted online resource for senior business executives by providing them real-time reporting as well as business analysis and commentary. Forbes.com and its associated sites are estimated to reach 27 million business people each month. By sourcing digital media content from Prendismo, Forbes.com is continuing to deepen the value provided to the business community while simultaneously offering more innovative digital formats that customers are demanding.

“We have always been proud of the business wisdom and thought leadership captured in the near 14,000 clips of our collection,” stated Kirsten Barker, President of Prendismo. “Forbes’ interest in sharing our content with their online community is further validation of our value both to online media providers and the business community as a whole. We look forward to leveraging the Forbes.com network to reach a broader channel of online consumers with our messages.”

About Prendismo

Prendismo is home to the world's premiere collection of digital video content on business, leadership and entrepreneurship. Founded in July 2008, Prendismo has developed innovative and provocative ways to share an extensive collection of business insight.

Prendismo’s library includes over 13,000 digital video clips and audio podcasts. It also includes foreign language content which is both translated and subtitle-captioned. The library is searchable and has been organized by areas including industry, theme, gender, and collection. Presently, more than 150 topics are represented by the collection.

The company’s digital video platform, products, and services have redefined business, education, and entertainment by setting new standards for producing and delivering content that inspires and educates people anywhere anytime. For more information, visit www.prendismo.com.