



## Press Release

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### **mailVU Wins NC IDEA Grant**

*Video messaging company announced as one of five winners in Fall grant competition.*

**CHARLOTTE, North Carolina – December 27, 2011** – mailVU, a fast-growing online video service that provides businesses a cost-effective means of including video in their marketing and advertising, was selected as a winner of an NC IDEA (<http://www.ncidea.org>) grant. NC IDEA is an organization committed to supporting business innovation and economic advancement in North Carolina. The organization offers two grant cycles and just completed its fall grant competition. Five grant recipients were chosen after a four-month application and selection process, which drew more than 175 applications from across the state.

“We were extremely impressed with not only the quantity, but quality of applicants this cycle,” said David Rizzo, President and CEO of NC IDEA. “With each new grant cycle, we are finding it more and more challenging to narrow down the field of applicants because so many are deserving of the money.”

“We are honored to have been selected for an NC IDEA grant,” said Alan Fitzpatrick, CEO of mailVU. “The process was rigorous, and the competition intense.”

Locally, business leaders touted their support of mailVU’s latest honor.

“I’m very excited to see mailVU as an award winner. They are a great example of a Charlotte technology startup that persevered without outside equity and are well positioned for future growth,” said Terry Cox, founder of the Business Innovation & Growth Council (BIG).

Dan Roselli, co-founder of Charlotte's Packard Place and President of marketing firm Red F said, “mailVU is a great example of the type of dynamic start up company that will fuel Charlotte's future economic growth and we are thrilled to have them as part of the community at Packard Place.”

#### **About mailVU**

mailVU is an online video platform that makes it easy for businesses to create video marketing campaigns to include outbound video messaging and distribution, incoming video testimonials, video contests, and video hosting and embedding. Businesses retain complete control over their video portfolio, including branding, distribution, and privacy. For more information on our company visit <http://mailVU.com>, or email [info@mailVU.com](mailto:info@mailVU.com)