

FOR IMMEDIATE RELEASE
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REAL TIME CONTENT

**RTC LIGHTNING GIVES FANS THE CHANCE TO SING WITH LILY ALLEN
IN XBOX 360 LAUNCH**

RTC partners with Global in launching innovative video-powered social media campaign

London, UK: Real Time Content, Inc, (RTC) announces its innovative product, RTC Lightning, has been part of a cross media campaign with Global Radio for the new release of the “Lips Number One Hits” singing game on Microsoft’s Xbox 360. RTC Lightning is the innovative underlying technology for the national singing road show which allowed users across the UK to create their own mixed music video featuring them singing along to Lily Allen’s 2009 number one hit, “The Fear”. The national road show was hosted and sponsored by Heart FM, a brand of Global Radio, working on behalf of international media agency, Universal McCann.

The road show toured the UK for two months and collected thousands of people singing along to the Lily Allen track. The singers can log online at www.singwithlips.com/mix with a special code and view their performance. The RTC technology takes each video and automatically splits them into individual lines of the song ready for re-mixing into a new performance video. Singers can then choose to experience their performance mixed in with thousands of singers from around the UK, selecting the gender, location and the singing quality of the other singers.

Each unique video is created with synchronised performances from thousands of singers and can include personalised messages. Fans are already using the service to create and share their performances on social media sites including Facebook and Twitter. There are billions of billions of potential videos (“1 x 10 to the power 144” according to RTC boffins, which they calculate as “... more than **the number of atoms in the universe!**”) As with all of RTC’s innovative services, each video is individually created in less than 2 seconds.

The road show performances of Lily Allen’s “The Fear” have also been used to create a commercial which will be aired during the finale of the X-Factor on Saturday the 12th of December.

“We are delighted that RTC Lightning has enabled us to create such an exciting and successful campaign,” said Tim Ferris, Head of Interactive Partnerships at Global Radio. “In working on behalf of Universal McCann to promote the new release of the Xbox game, RTC Lightning has enabled us to produce a highly engaging and innovative campaign. This is truly a ‘world’s first’ in terms of promotional marketing.”

“RTC is thrilled to have been involved in this campaign for the promotional launch of Xbox Lips through the Heart FM UK road show,” said RTC CEO Tom Quinn. “We have had a great experience working with Global Radio on this campaign and we are delighted to provide the technology to allow it to happen. The versatility of the RTC Lightning means it can be used as a powerful tool for brand engagement across many sectors. RTC enables companies to move from ‘contacting the masses’ to ‘connecting with the individual’.”

To find out more about the RTC Lightning service, please go to www.realtimecontent.com/lips.

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Notes to Editors:

About RTC

Real Time Content, Inc. transforms the traditional linear online video encounter into a dynamic and interactive experience with millions of customised variations specific to each person. Now, brands, advertisers and interactive agencies can use RTC's Interactive Media platform to reach individuals with unique video content that is constantly changing with each interaction. Using video generated for online, mobile or TV, this new approach shifts the online paradigm from contacting the mass market to connecting to the individual. Validating its approach, AlwaysOn selected the company as an OnMedia Top 100 winner as well as Red Herring naming the company a Europe Top 100. RTC have also won the Tech Media Invest Top 100, the GTB Innovation Award, the Advertising Research Foundation Award, and the Internet Advertising Competition Award.

RTC has offices in London and New York and is led by a world class team of seasoned executives with funding from British Telecommunications Plc. and New Venture Partners.

For more information about Real Time Content, Inc, please visit the website at <http://www.realtimecontent.com>.

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