

Internet Week New York unveils Yahoo! iPhone App and Full Line-up for Yahoo! Provoke Summit

New York, NY (June 4, 2010) – Gearing up for the kick-off of Internet Week New York on June 7th, the organization today announced the lineup for the Yahoo! Provoke Summit and the launch of the official Internet Week New York iPhone app.

Reflecting both the rise of New York City as a new tech capital and the festival's emergence as a top annual gathering for Internet leaders, Internet Week New York will feature more than 150 events from June 7-14th at the festival's first-ever headquarters at Chelsea's Metropolitan Pavilion and at dozens of locations throughout the City.

The flagship Yahoo! event during Internet Week New York will be the Yahoo! Provoke Summit, which will be keynoted by Ze Frank, the celebrated Web designer, humorist, artist, and filmmaker.

Taking place on June 7th at the Internet Week New York headquarters, the summit will also bring together decision-makers, developers and creatives like Matt Szymczyk of Zugara, Bre Pettis of MakerBot & NYC Resistor, and Seth Goldstein of Stickybits for a panel on how consumers and advertisers are evolving the digital media environment. The event will be capped by a conversation with Iain Tait, Global Interactive Creative Director, Wieden + Kennedy, and Mollie Spilman, Senior Vice President, Global B2B Marketing, Yahoo!, and a tour of art installations by Stickybits, Total Immersion, MakerBot, EyeWriter, and Zugara. To attend the Yahoo! Provoke Summit, festival-goers can purchase an Internet Week New York headquarters pass (\$10 for Monday through Thursday access) at <http://www.internetweekny.com/attend/expo-pass>.

Another Yahoo! highlight at the Internet Week New York headquarters will be a giant 8' X 12' LED screen, which will showcase photos submitted by festival-goers from events throughout the city.

The massive photo wall will be powered by the Internet Week New York iPhone App, which Yahoo! and Internet Week created to help festival-goers stay connected and share news, media, and their opinions throughout the week.

The free app, which can be downloaded from the iTunes store via this link, found by searching for "Internet Week" on iTunes, or on Internet-enabled mobile phones here, also enables user to:

Put the festival's full calendar of over 150 events in the palm of their hands and allow them to create their own customized festival schedules;

Share photos from festival events on the Internet Week New York headquarters' Mosaic Wall, which will refresh daily, as well as on Flickr;

Check in on Foursquare from Internet Week events throughout the city. Festival-goers will also have the ability to earn prizes for such feats as checking in at Internet Week New York headquarters multiple times or attending events three nights in a row; and,

Stay on top of festival and industry news with Twitter and news headlines feeds.

"Yahoo! is proud to be the presenting sponsor of Internet Week NYC 2010," said Mollie Spilman, senior vice president, global marketing, Yahoo!. "There is currently a tremendous amount of positive momentum in the industry and this week of events is an important showcase of all the innovation, and creativity taking place in the market."

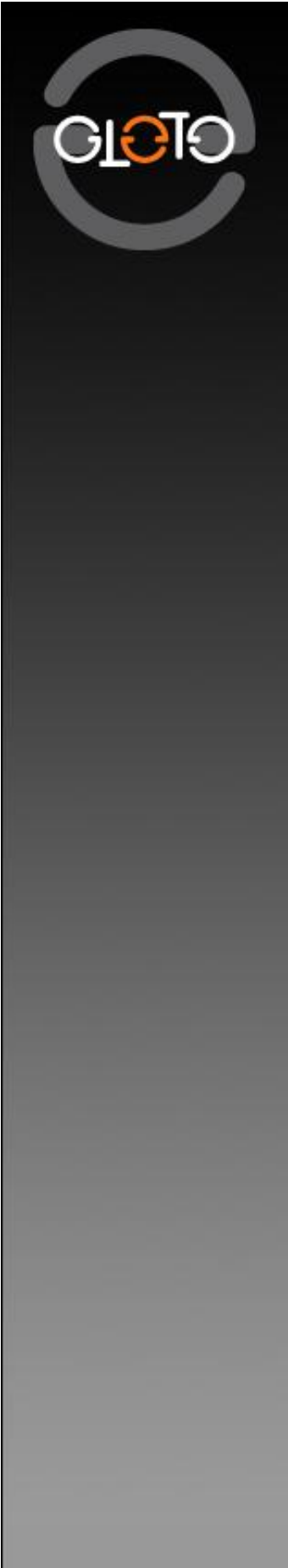
"We are thrilled to join forces with a leader like Yahoo! that is at the forefront of innovation and creativity in digital media," said David-Michel Davies, chairman, Internet Week New York. "Yahoo!'s vision and commitment has helped take Internet Week New York to an exciting new level."

The full schedule of Internet Week New York 2010 events can be found at <http://www.internetweekny.com/schedule>.

The festival is organized by the International Academy of Digital Arts & Sciences (IADAS), in cooperation with the Mayor's Office of Film, Theatre and Broadcasting.

ABOUT THE INTERNATIONAL ACADEMY OF DIGITAL ARTS & SCIENCES

The International Academy of Digital Arts and Sciences was founded in 1998 to help drive the creative, technical, and professional progress of the Internet and evolving forms of interactive media. An international organization, The Academy selects the Nominees and Winners for The Webby Awards, the leading international award honoring excellence on the Internet. The Academy is an intellectually diverse organization that includes members such as musicians Beck and David Bowie, Internet inventor Vint Cerf, political columnist Arianna Huffington, "The Simpsons" creator Matt Groening, R/GA Founder and Chairman Robert Greenberg. More information at www.iadas.net.



ABOUT THE MAYOR'S OFFICE OF FILM, THEATRE AND BROADCASTING

The Mayor's Office of Film, Theatre and Broadcasting is the one-stop shop for all production needs in New York City, providing free permits, free public locations and free police assistance. The agency markets NYC as a prime location, provides premiere customer service to production companies and facilitates production throughout the five boroughs. Whether production companies are shooting a feature film, a commercial, a television show, or digital content, the Mayor's Office of Film, Theatre and Broadcasting serves as an invaluable resource to the New York City entertainment production industry.

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