



*Creators of Online Hit Videos and "Obama Girl" Will Add Regular Video Correspondents, Bloggers to Lineup*

New York -- October 17, 2007 – Next New Networks, the new media company creating branded micro-networks on the Internet, announced today the acquisition of BarelyPolitical.com, the web site behind the international viral video hit "I Got a Crush on Obama" and other political satire videos. The Obama Girl videos are among the most talked about videos of 2007, having been seen on the Internet and television more than 100 million times globally. This acquisition represents Next New Networks' first political comedy network, adding to its growing array of online entertainment. Financial terms were not disclosed.

"We're interested in working with talented people who are popping the culture in new ways," said Herb Scannell, CEO and co-founder of Next New Networks. "With BarelyPolitical, we've added a team that can grow our reach to a very important audience – one that likes their politics with a healthy serving of humor – timed perfectly with the upcoming 2008 election season."

"What I love about Next New Networks is just what the name implies: it's new, it's the future and we have the freedom to make our own rules about what's going to fly online," said Ben Relles, founder of BarelyPolitical.com. "Politics as entertainment is nothing new; people have been poking fun at politicians long before Obama Girl came around. But what we're doing, and what we can now do as part of Next New Networks, is galvanize politics, entertainment, the web and pop culture in ways that have never been possible before."

As the first Next New Network dedicated to political comedy, BarelyPolitical will have multiple regularly scheduled shows, including frequent reports from its videobloggers and correspondents. The first project launched by BarelyPolitical with Next New Networks, "I Like a Boy," a music video co-produced with the Iraq Afghanistan Veterans of America, racked up more than 1.5 million online video views in its first week, and was featured on media outlets, such as CNN American Morning, Fox News, and ABC's Good Morning America. Relles sees this as just the beginning, and says, "With strategic guidance, funding and operational support from Next New Networks, BarelyPolitical will take online viral satire to a new level, further validating the inherently democratic nature of the Internet."



Founded in June 2007, by Ben Relles, BarelyPolitical.com is a web site dedicated to providing political satire and online entertainment. The BarelyPolitical team produced the hit viral video "I Got a Crush on Obama" one of the most talked about videos of 2007. The Obama Girl videos have been seen on the Internet and television more than 100 million times globally. Other recent hits include the follow-up video "Debate 2008: Obama Girl vs. Giuliani Girl," "The Romney Girls Attack Ad" and "I Like a Boy." National Networks such as ABC, NBC, CNN, MSNBC, VH1, BET, E! and FOX have covered the web site's videos and content. For more information, please visit <http://barelypolitical.com/>.



Next New Networks is a media company that is creating micro television networks over the Internet for targeted communities, bringing together elements of traditional TV networks with Internet functionality that invites viewers to contribute, share and distribute content. The company is headquartered in New York City and is privately held. For more information, please visit [www.NextNewNetworks.com](http://www.NextNewNetworks.com)