



FOR IMMEDIATE RELEASE

**QualVu Launches ReportBuilder™ Enabling Businesses to Turn
User-Generated Online Video into Market Intelligence**

*Web-based application collects video generated by QualVu's VideoSurvey™ and VideoDiary™,
Allows business researchers to harness web-based user video for market research*

DENVER – April 1st, 2008 – QualVu today announced the release of ReportBuilder™, an online application designed for businesses and their researchers, providing a full-featured means to turn user-generated video into a “highlight reel” of relevant and insightful consumer feedback. Businesses can then quickly utilize video responses to make effective business decisions.

ReportBuilder™ is integrated with VideoSurvey™ and VideoDiary™, QualVu's online suite of video collection applications.

“We are really excited about ReportBuilder™, and believe it is key to QualVu's leadership in delivering web-based video platforms designed for market research,” said John Williamson, CEO of QualVu. “The design of ReportBuilder™ illustrates our vision to bring the scale and cost efficiencies of Internet video to the qualitative and quantitative research processes, and helps businesses connect with consumers online in visually rich and insightful ways.”

ReportBuilder™ is designed so that the workflow in creating video reports is an intuitive process. Researchers review each self-recorded consumer video in response to research questions, then with mouse-clicks can edit, sort, organize, rate, and download clips. ReportBuilder™ also includes an online reporting feature where researchers can insert topline findings and display representative user responses.

“Our customers have told us a crucial need is to create video clips of key consumer insights generated by VideoSurvey™ and VideoDiary™, then download clips they can share internally and integrate into PowerPoint reports,” said Rodney Holm, CTO of QualVu. “We've enabled these features and more, and ReportBuilder™ allows our customers to download clips in multiple formats including Windows Media, QuickTime, and AVI.”

ReportBuilder™ also supports video submitted via mobile phones, enabling “mystery shopper” research projects in which anonymous consumers visit retail and other service locations, and share video recorded on their mobile phone with researchers.

“ReportBuilder™ helps businesses realize the value of consumer-generated video content that is engaging and relevant,” added Williamson. “User-generated video is giving consumers a more powerful voice in the research process, and ReportBuilder™ gives businesses an equally powerful tool to turn that video into market intelligence.”

About QualVu

QualVu is the leading innovator of user-driven online video research technologies, delivering a platform to businesses and their researchers that enables them to gain rich insights into the opinions, views and attitudes of their customers and other constituents they want to reach. QualVu's family of web-based applications delivers businesses a faster, more scalable, and more cost effective means to gain face-to-face consumer insights, and empowers businesses to make more informed and accurate decisions.

QualVu's technologies integrate into any online environment — from web surveys, consumer diaries, online communities, ecommerce check-out surveys, and custom panels. QualVu delivers targeted solutions to business researchers from small to Fortune 100.

For more information about QualVu and its suite of video research technologies, visit www.qualvu.com.

Contact:

Laurie Quercioli

Ph: 303-640-6213

Email: laurieq@qualvu.com

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