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MediaMelon gets selected to present at the "Launch Silicon Valley 2008" conference organized by SVASE

MediaMelon, a startup based in San Francisco, CA, is one amongst 30 participants selected from a list of almost 300 candidates, to present a demo of its technology of secure online video delivery at the prestigious SVASE conference

/24-7PressRelease/ - SAN FRANCISCO, CA, June 12, 2008 - The Silicon Valley Association of Startup Entrepreneurs (SVASE) today announced that MediaMelon has been chosen to demo the MediaMelon Video Delivery Network at "Launch: Silicon Valley 2008." The event, which will be held June 10 at the Microsoft Campus in Mountain View, CA is a leading Silicon Valley annual venue for emerging technology companies to demonstrate their product or service.

MediaMelon was selected from 266 applicants vying for 30 coveted demo slots in Next Generation Internet, Computing, Life Sciences, Semiconductors, Acoustics, Media and Mobility categories. The event features an award for the "Most Promising New Company" in each of the presenting categories.

"Launch: Silicon Valley will spotlight some of the most innovative and exciting new startups across the globe", said Chris Gill, President and CEO of SVASE.

"We are excited to present MediaMelon's video delivery networking service at this event. We hope to demonstrate how MediaMelon can help content publishers significantly increase the profitability of their online videos, while significantly improving the quality of video playback", said Kumar Subramanian, CEO of MediaMelon, Inc.

Launch:Silicon Valley is sponsored by Garage Technology Ventures, Cooley Godward Kronish, Draper Fisher Jurvetson, Microsoft, Townsend and Townsend and Crew, White & Case , Band of Angels, Kaufman Fellows Program, Keiretsu Forum, Krause Taylor Associates, Life Science Angels, Nair & Co, Outer Join, Sand Hill Angels, The Angels Forum, Business Wire and VentureDeal.

For more information or to register for the event, go to <http://launchsiliconvalley.org/agenda.html>.

About SVASE

Founded in 1995 by entrepreneurs, for entrepreneurs, The Silicon Valley Association of Startup Entrepreneurs (SVASE) is the largest and fastest growing nonprofit in Northern California dedicated exclusively to helping technology and life science entrepreneurs start and grow successful businesses.

SVASE provides support and resources for entrepreneurs, from the idea through initial rounds of funding to product launch, delivered at 12 monthly events and a continually evolving web site. For more information about SVASE, please visit www.svase.org.

About MediaMelon, Inc

MediaMelon, Inc is an innovative video delivery service, designed to securely deliver HD videos that can be accessed and played from a web-browser without the need for a dedicated desktop application. The set of patent-pending networking technologies developed and managed by MediaMelon enables commercial media publishers to profitably deliver online videos.

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