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Fi ANNOUNCES LAUNCH OF KONTAIN.COM ALPHA SITE

New Platform Brings the Next Generation of Blogging with Media-Centered Focus

NEW YORK AND STOCKHOLM, SWEDEN — November 17, 2008 — The interactive force and CEO behind digital firm Fantasy Interactive, Inc. (“Fi”; www.f-i.com), David Martin, announced today the launch of an Fi subsidiary’s new media blogging destination, Kontain.com.

“Today we applaud our sister company’s release of the next generation in blogging, managing, sharing and searching all forms of media in an easy-to-navigate and beautifully designed media blogging platform,” Martin told his teams in New York and Stockholm from the firm’s high tech and chic multi-storied TriBeCa loft. “Fi is proud of Kontain’s accomplishments in design and usability that will undoubtedly enhance the media blogging marketplace today.”

Fi, an award winning digital firm that has received such accolades as being the first inductee to the FWA Hall of fame and a Supergassell for organic business growth, initially incubated the creative breakthrough that is Kontain. Martin continues to oversee both entities.

On Kontain, Martin described the portal as a free destination for users to blog and share photos, videos and audio with friends, family, colleagues and even beautiful strangers. “The core of each user’s experience is media-driven and Kontain takes the everyday concept of blogging to a wider audience by making it easy for users of all demographics to ‘kontain’ and share their life online” explained Martin. Simple enough for Mom and Dad, yet flexible and sophisticated for a web veteran, Kontain aims to be the internet’s premier destination for user-generated content.

“Kontain represents an enhanced way of engaging users and increasing the ease of blogging and sharing media,” Martin said to the initial 10,000 eager users waiting for the alpha launch and businesses that approached the firm. “At the heart of Kontain is the way different types of media are presented and work together to paint a rich picture of a birthday party, a special family event or a company’s hot new product,” explained Martin.

Kontain has released a limited number of alpha accounts for its first phase, during which the public can search and view content uploaded by alpha users on the site. Kontain accounts will then roll out on an on-going basis.

Fi continues to deliver its award-winning digital solutions. The company’s relationship with Kontain and the free flow of information and experience among employees has served only to strengthen Fi’s expertise in the social media space to continue the development of first-in-class client projects. From portals and video platforms to microsites and mobile applications, Fi continues to strengthen the breadth and depth of its capabilities and serve as a leader of the digital media industry.

For more information on how you can “kontain your life” and to sign up to receive a Kontain account, navigate yourself to www.kontain.com. To learn more about Fi, please visit www.f-i.com.

