

NEW YORK--([BUSINESS WIRE](#))--**Viggle Inc.** (NASDAQ:VGGL) (“Viggle”), the entertainment marketing and rewards platform, today announced Viggle ACCESS, its advertising offering for TV networks and brand partners, providing verified reach to entertainment fans across the Viggle, Wetpaint and NextGuide platforms.

Viggle Inc.’s properties include the Viggle app, which offers rewards for watching TV, engaging with advertisements or listening to music; NextGuide, a personalized TV programming guide and distributed reminder platform; and Wetpaint, an entertainment news and social publishing platform. In March 2014, Viggle Inc. achieved a total reach of 20.8 million.

Viggle ACCESS incorporates three distinct ad products that include **Reach**, **Promote** and **Brand Sync**.

Reach

allows advertisers to identify the appropriate audience to target based on first-party data, including age, gender, location and TV tune-in behavior.

Promote

drives TV fans to tune into, and engage with, specific shows and web-based content through a variety of editorial content.

Brand Sync

allows marketers and networks to continue the conversation with their targeted consumer by allowing Viggle Members to check into the TV commercial on-air using the Viggle mobile app available for iOS and Android devices.

"It's a logical next step for us to launch our advertising platform," says Kevin Arrix, Chief Revenue Officer of Viggle. "It helps brands and TV tune-in marketers see exactly how they can leverage our audience and our consumer engagement. In a world where multi-device and multi-tasking is the norm, it's becoming increasingly important for marketers to layer-in known engagement into their media mix - Viggle ACCESS delivers exactly that."

The Viggle ACCESS advertising platform allows brand and TV network partners to reach a specific individual in a highly targeted manner and drive tune-in and views against a very specific piece of content where consumption is verified. With the recent launch of

Viggle Opens ACCESS to Brands and TV Networks

Written by Australian Business

Viggle Music, Viggle Inc. is now able to extend similar capabilities to record labels, radio stations and other media partners as well. Since Viggle only reports on verified user check-ins of TV shows and music, Viggle is able to provide network and brand advertising partners the demographic information of viewers and their entertainment consumption habits, as well as detailed and critical information about a particular program's audience.

A commissioned Nielsen study on the Viggle advertising platform found a major brand's promotion more effectively engaged consumers when the ad campaign was experienced simultaneously on TV and on the platform to Viggle members. The study concluded that ad memorability, brand and message recall, likeability, and purchase intent were higher for the campaign by anywhere from 11% to nearly 50%, as a result of the TV advertising buy being extended to Viggle's platform.

According to Nielsen's research team, all of these increases were statistically significant at high levels of confidence. Viggle and Nielsen developed a research design, based on Nielsen's gold-standard TV Brand Effect methodology, and are currently working with other Viggle partners to conduct similar advertising effectiveness studies to further demonstrate its ability to consistently improve viewers' recall and response. To learn more about Viggle Access, visit <http://viggleinc.com/advertising/>.

About Viggle

Viggle is an entertainment marketing and rewards platform whose app rewards its members for watching TV shows and discovering new music. The Viggle mobile app has over 4 million users. Since its launch, Viggles have redeemed over \$18 million in rewards for watching their favorite TV programs and listening to music. Members can also use The Viggle Store, a rewards destination where they can redeem their Viggle Points for music downloads. In addition, Viggle operates Wetpaint, which offers entertainment and celebrity news online; Dijit Media, maker of technology that helps consumers search for, find, and set reminders for TV shows and movies; and Choose Digital, a digital marketplace platform that allows companies to incorporate digital content into existing rewards and loyalty programs in support of marketing and sales initiatives. For more information, visit www.viggle.com

or follow us on Twitter @Viggle.

This press release may contain forward-looking statements within the meaning of

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Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, and as defined in the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements involve inherent risks and uncertainties that could cause actual results to differ materially from those projected or anticipated. All information provided in this press release is as of the date of this release. Except as required by law, Viggle Inc. undertakes no obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise, after the date on which the statements are made or to reflect the occurrence of unanticipated events.

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