

OmniCapital Invests in One On One Ads, Inc. Leader in Providing On-Line Video Solutions

September 20, 2011 – OmniCapital (omnive.com) announces an equity investment in Mahwah, New Jersey based One On One Ads, Inc. (oneononeads.com). The Company will use the Series A Preferred financing to grow sales and extend the features of its unique video ad platform.

One On One Ads offers unique technology for mobile and online automated video creation and insertion. The Company's video ad services enable businesses and consumers to generate their own professional-quality, high-definition video ads in a user-friendly and cost-effective way. Videos produced using One On One's SaaS (software-as-a-service) offerings can be published in a variety of formats for the web, mobile devices, email campaigns, TV, and local cinemas.

Combined with proprietary production capabilities, campaign management, cross channel video delivery, and a growing library of stock media, One On One provides national and local advertisers and publishers with a complete and comprehensive online video campaign solution.

The Company's OEM offering enables publishers, retail exchanges, and commercial sites to provide branded video production capabilities directly to their end customers. One On One also offers services to the tens of millions of local businesses and private sellers in all verticals who want to use video for their marketing campaigns, but cannot afford the time and expense.

Arnon Scheflan, CEO and President of One On One noted, "One On One's innovative products and strong management team are poised to achieve extraordinary market acceptance and growth. The Company's platform provides our clients the opportunity to automatically upgrade their advertising options from static images to dynamic video and to generate more revenue for their clients, while creating an additional revenue stream for themselves. We are delighted to have the Omni investment and to get help from their team of luminary and seasoned advisors. We look forward to working with them closely to grow the company." Bill Gourgey, OmniCapital advisor and former Accenture partner, who will serve on the One On One board, added, "From YouTube to media rich smart phones, a variety of factors have combined to make video the new standard for online advertising. One On One is amongst the few companies capable of providing cost effective video capabilities to businesses and consumers alike."

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About OmniCapital (www.omnivc.com)

OmniCapital Group is a New Jersey based venture capital firm dedicated to helping entrepreneurs build the best next-generation technology, communication and information companies for rapidly growing markets. We invest in early-growth stage companies and bring a combination of operating and investing experience, industry knowledge, and an extensive network of contacts with industry executives. Our passion is to help build the next generation technology companies that will become leaders in their respective markets

About One On One Ads, Inc. (www.oneononeads.com)

One On One Ads is a technology company founded in January 2011 that develops new solutions for wireless and online video commercials. The company's video ad services enable national and local businesses, as well as consumers to generate their own professional quality video commercials in an easy and cost-effective way. Video commercials produced with One On One's services can be published in a variety of formats for the web, mobile devices, email campaigns, TV, and local cinemas.

One On One Ads, Inc. Contact

Arnon Scheflan
201-358-6316
arnon@oneononeads.com

OmniCapital Contact

JD Gardner
908-497-6807
jdgardner@omnivc.com