

## **SALON MEDIA GROUP FORMALIZES ARRANGEMENT WITH TOUT VIDEO DISTRIBUTION PLATFORM TO EXPAND REACH AND SCALE OF LIVE DIGITAL VIDEO BROADCASTS**

### **Wyclef Jean, Senator Al Franken, Russell Brand, Kirsten Dunst, Lisa Ling, Eva Moskowitz Among Guests for Live Broadcasts from Salon Stage and Salon Talks Series**

**NEW YORK, N.Y., (September 7, 2017)** – Salon Media Group, Inc. (OTCQB: SLNM) today announced that it has formalized its ongoing arrangement with Tout, the TV Network for the Internet, which is expected to continue to increase the distribution of Salon’s live video programming. The agreement combines Salon Media’s current video distribution on Facebook Live, Twitter, and Salon.com with Tout’s targeted video programming across more than 3,500 publisher partner sites.

“We have been very focused on opportunities to grow the reach of our highly popular live video series,” says Jordan Hoffner, CEO, Salon Media Group.

Hoffner believes the increased scale may create new opportunities for marketers, especially within the programmatic advertising area. “We continue to invest in growing our digital video because we know that the content we create in the areas of news & politics, culture, and innovation resonates with our astute and engaged audiences and offers marketers a tremendous opportunity to engage with those viewers.”

“Salon is a pioneer in digital media and we are looking forward to bringing their growing live video content to new audiences,” said Michael Downing, CEO of Tout. “Helping Salon Media deliver the most relevant video across thousands of premium sites is a powerful way to drive audience-extension and engagement beyond their owned and operated property.”

#### **About Salon Media Group**

Salon Media Group is the owner of Salon.com, which covers breaking news, politics, culture, technology and entertainment through investigative reporting, fearless commentary and criticism, and provocative personal essays. Salon.com has been a leader in online media since the dawn of the digital age and has bureaus in San Francisco and New York City.

#### **About Tout**

Tout is the TV network for the Internet. A spin-out from the Stanford Research Institute (SRI International), Tout's Personalized TV Technology is the first patented AI technology that delivers targeted video programming based on who you are and where you are across the web. Tout works with more than 300 leading content producers and over 3,500 publishers to significantly grow online video revenue and drive deeper engagement with consumers. Delivering over 400MM video streams to 85MM unique viewers every month, Tout provides unprecedented scale and brand-safety to hundreds of Fortune 1000 advertisers who want to align their brands with the highest quality and contextual relevant video content. Headquartered in San Francisco, Tout works with top media brands like CNN, Fox Sports and Time Inc. to deliver personalized TV across the Web. To learn more, please visit [www.tout.com](http://www.tout.com).

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