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PRESS RELEASE 120309

Irish Company Celebrate St. Patrick's Day with Live Online Multi-Country Global Broadcast for Jameson International

St. Patrick's Day Goes Digital

This weekend vStream Digital Media will build on last year's successful launch of the Jameson St. Patrick's Day Global Party with an exclusive live online multi-country broadcast, kicking off at 9pm GMT. Dublin will be joined by Moscow, Sofia, Johannesburg, Helsinki, Oslo, Stockholm, Rotterdam and Beijing in a live global link-up.

Building on Last Year's Success

Last year vStream built a bespoke video sharing site, www.jameson360.com, which allowed revellers at events across 14 participating countries send Paddy's Day party greetings to their friends across the globe. Four more countries will join the site this year.

"Working with vStream brought an air of calm and professionalism that meant the campaign went off without a hitch. Above all, the team at vStream are a pleasure to deal with and helped make the whole experience great fun..."

- Ciara McDevitt, Business Development Manager, Jameson International.

Award-winning Irish Company

There are two sides to the company - vStream Digital Media are an online marketing and communications company specialising in interactive video and bespoke software solutions. Already within their first 18 months they have won an *Irish Internet Association Net Visionary Award* and been nominated for a slew of other awards, including *Best Digital Advertising /Marketing Agency* and *Best Newcomer with International Potential* at the recent Digital Media Awards. The company consults and delivers online marketing strategies and creative for brands and traditional agencies alike. The second side to the company, vStream WebTV, is a new platform already in use by Irish blue chip companies, including Irish Life.

Growth and Employment

Potential for growth and employment lie in Digital Hub companies such as vStream, a HPSU client of Enterprise Ireland, who continue to serve both small and large clients alike with a service and product which competes on an international stage. END