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Instantly™ and Viggle Seek to Grow Mobile Audience and Enhance Measurement of Advertising Effectiveness Through New Partnership

Integration of Instantly into Viggle App Will Drive Viggle Revenue and Increase Users' Opportunities to Earn Rewards While Enhancing Instantly's Measurement of Mobile Ad Effectiveness

LOS ANGELES & NEW YORK-- [Instantly](#)™, the world's largest audiences and insights platform for market research firms and Fortune 500 brands, and Viggle Inc. (Nasdaq:VGGL), the entertainment marketing and rewards platform, announced that Instantly will leverage Viggle's registered user base of 10 million people to measure the impact of mobile advertising within the Viggle app. Additionally, Viggle users will now have new opportunities to earn Viggle points by participating in Instantly-supplied market research and ad effectiveness studies. Viggle points can be redeemed for a wide range of rewards including music, TV shows, movies, eBooks and audiobooks.

Instantly [Ad Effectiveness](#)™ provides brands with a groundbreaking way to measure the true impact of advertisements across a range of media channels, including mobile, out-of-home, online, TV, radio and video ads. The partnership with Viggle makes Instantly the largest provider of ad effectiveness measurement in the world.

"The expanding presence and integration of mobile in our everyday lives gives us more insight into what people are seeing, hearing and experiencing than ever before," said Edan Portaro, Instantly's executive vice president of mobile innovation. "By partnering with Viggle, we are tapping into this great mobile resource to provide brands with an accurate understanding of their advertising campaigns' success."

By exposing mobile consumers to ads from its partner networks, Instantly can measure consumer engagement with cross-screen advertising campaigns and then track resulting foot traffic driven to brick-and-mortar stores or tie ad exposure to online purchase behavior. This type of insight helps close the ad measurement loop and has led to great successes for brands and advertisers.

"This new partnership further illustrates the power of the Viggle app to give advertisers the valuable metrics they need in order to evaluate viewership demographics accurately, while serving as a significant new driver of revenue for Viggle," said John Small, Chief Financial Officer at Viggle Inc. "In turn, we believe Viggle users will enjoy the new opportunities to earn Viggle points made possible by participating in the market research studies provided by Instantly."

About Instantly, Inc.

Instantly™ is the world's largest audiences and insights platform, providing researchers and marketers with immediate access to consumers and automated insights tools to make faster, better decisions. Instantly is based in Los Angeles, with offices in the United States, Europe and Asia. For more information, visit www.instant.ly.

About Viggle, Inc.

Viggle is an entertainment marketing and rewards platform whose app rewards its members for watching TV shows and discovering new music. The Viggle Platform had an average monthly total reach of 23.6 million for the three months ended June 30, 2015, including nearly 10 million Viggle registered users. Since its launch, Viggle members have redeemed over \$26 million in rewards for watching their favorite TV programs and listening to music. Members can use Viggle's store, accessible through the Viggle app or on Viggle.com, to redeem their Viggle Points for TV show, movie and music downloads. In addition, Viggle operates Wetpaint, which offers entertainment and celebrity news online; NextGuide, 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.

Safe Harbor Statement

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