

FOR IMMEDIATE RELEASE

SoMedia Networks Files Financial Results for Q2 2015

VANCOUVER, British Columbia, August 20, 2015 – [SoMedia Networks](#) (TSX-V:VID), the pioneer of globally scalable video production solutions, today announced that it has filed financial results for the three month period ended June 30, 2015.

The results for the three months ending June 30, 2015 reflect record quarterly sales of \$408,938 an increase of 59% over the year ago quarter. Reseller Partner acquisition grew 69% over the prior quarter, and 239% over the year-ago quarter. Sales backlog increased to a record \$1,491,863, growth of 21% over the prior quarter. Revenue grew 11% over the prior quarter, and 22% over the same quarter in the prior year. Complete financial results for the second quarter of 2015 are available at www.sedar.com.

Highlights:

- Record sales posted in Q2 2015 with an increase of 59% over the previous year totaling \$408,938
- Revenue exceeds historical records up 11% over Q1 2015 and 22% year ago quarter to \$139,101
- Sales backlog continues to grow, now \$1.49 million up \$21% over the previous quarter and 145% over the same quarter in the previous year.
- Reseller growth continued to strengthen, producing sales of \$272,799 - a gain of 31% over the prior quarter and 27% over the year-ago quarter
- Reseller Partner acquisition grew 69% over the prior quarter, and 239% over the year-ago quarter
- Developed and launched SoMedia Ads and an integrated Facebook advertising program plus completed integrations with more than 10 major SaaS marketing platforms including Marketo (NASDAQ:MKTO), Oracle-Eloqua (NASDAQ:ORCL)
- Deployed significant improvements to outbound sales processes through the development of a sophisticated Revenue Performance Management System (RPM)

Q2 2015 Key Performance Indicators

	Quarter ended June 30, 2015	Quarter ended June 30, 2014	Quarter ended June 30, 2013
Value of Backlog (CAD)	1,491,863	609,720	261,701
Value of Sales (CAD)	408,938	257,252	110,414
Average Order Value – Repeat Sale (CAD)	4,713	3,703	1,652
Average Order Value – New Sale (CAD)	5,590	2,983	828
Time to Repeat Sale (Months)	1.14	3.25	6.43

Definitions

Sales: The dollar value of videos sold during the period. A video is considered sold when a client makes an order and provides a deposit. Revenue is not recognized until the video is completed and approved by the client.

Average Order Value - Repeat Sales: The total of all orders received from repeat clients in the quarter, divided by the number of unique orders made by these clients.

Average Order Value - New Sales: The total orders received from new clients in the quarter, divided by the number of unique orders made by these clients.

Backlog – the value of videos sold to date but still to be completed.

Selected Financial Information

In Canadian Dollars (\$)	Quarter ended June 30, 2015	Quarter ended June 30, 2014	Quarter ended June 30, 2013
Total Revenues	139,101	113,751	47,631
Employment expenses	722,163	791,966	708,955
Other operating expenses	1,072,942	483,738	814,819
Non-operating expenses	111,415	47,786	1,361,843
Comprehensive Loss for the Period	1,767,419	1,209,740	2,817,961
Loss per share (basic and diluted) ¹	(0.04)	(0.04)	(0.16)
	As at June 30, 2015	As at June 30, 2014	As at June 30, 2013
Total Assets	864,584	586,046	2,701,105
Long term financial liabilities	808,097	-	633,780

Note: the foregoing is a summary of certain financial information relating to the Company and should be read in conjunction with the Company's audited annual Financial Statements for the financial years ended December 31, 2014 and 2013 including the notes thereto.

About SoMedia Networks

SoMedia Networks, the creator of Scalable Video, has reengineered how businesses access video content creation, production and deployment. The cloud-based SoMedia Platform allows businesses, brands and media to easily order the production of custom video content at scale and volume, anywhere, on demand, with rapid turnaround, and at a fraction of current costs.

SoMedia provides Scalable Video as an integrated solution to corporate partners, as a resale solution through thousands of web marketing firms and directly to digital agencies and millions of SMBs across North America. To learn more, visit: www.somedia.net.

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