

VIDEOTROPE ANNOUNCES EXECUTIVE CHANGES

Leading provider of e-learning and video e-mail technology names Vlad Vakser CEO; Ronna Lichtenberg, Co-Founder to step down.

NEW YORK, NY -- April 4, 2011 -- Videotrope (SM), a global leader in e-learning and video email technology, today named Vlad Vakser, the firm's co-founder, as chief executive officer, succeeding Ronna Lichtenberg, the firm's other co-founder and current CEO. In addition, Marty Berkowitz, Chief Financial Officer, will also be stepping down.

In announcing the changes, Ms. Lichtenberg said, "Now is the perfect time for me to hand the wheel to Vlad. And what a ride it's been. I've been thrilled to help take Videotrope from a set of ideas on a whiteboard in 2008, to where it is today - an integral partner for Fortune 500 companies who crave the technology tools that immediately move the needle in helping employees understand and drive the business agenda forward."

A former executive with Prudential Financial and author of three-best selling books, Ms. Lichtenberg has chosen to return to her communications and strategic consulting business. Prior to her entrepreneurial career, she spent a decade as a keynote speaker with Fortune 500 companies such as, Allstate, AXA Financial, Ernst and Young, GlaxoSmithKline, JPMorgan Chase, McKinsey, Merrill Lynch, Metropolitan Life, Microsoft, Yahoo!, and Verizon. She has also served as contributing editor of "O", the Oprah magazine and has made regular appearances as a workplace expert on national TV,

"When I started Videotrope, my aim was to take it from a twinkle in the eye to birth to walking. We're now running, and fast -- and that's in huge part due to Vlad. I can't wait to watch him and the team take off from here."

Mr. Vakser, currently the firm's chief technology officer, has rich experience in designing, implementing and supporting innovative systems for a multitude of companies across a wide variety of industries. He built a renowned specialty in partnering with senior executives to create cost-effective technological solutions for business challenges in people-oriented categories, like sales support, internal communications, and customer service.

"I'm thrilled to help write the next chapters in Videotrope amazing story," said Mr. Vakser. "Our company is alive and thriving thanks to Ronna's vision and leadership. She helped draw the map, and our course is clear: continuing our rapid growth while helping our clients outpace their competitors when it comes to engaging and developing employees through technology solutions that blaze trails."



“I’m delighted Ronna and Marty have both agreed to serve on Videotrope’s advisory board. Videotrope will benefit from their experience as we continue our commitment to providing highest possible level of client service and support.”

“I also want to thank Marty for transforming our finance function and crafting the foundation we needed to spur our success. We take his example forward, and are well on our way to naming his successor in the coming weeks.”

Mr. Berkowitz spent 25 years with Prudential Financial, retiring in 2000 as a senior vice president after serving as corporate comptroller, chief financial officer of Prudential’s investment operations, and comptroller of individual insurance operations. He has also led finance leadership positions with the National Veterans Business Development Officer, and the Miami-Dade County Public Schools, the fourth largest public school district in the United States.

About Videotrope

Videotrope (SM) offers a technology platform that provides cost-effective/high quality “personal e-learning” programs used by Fortune 500 employers for their employees at every career stage, while providing the management tools and metrics companies need for a robust talent management process. Videotrope(SM)’s cornerstone product, Collaboration Video platform, allows organizations to create and send video email communications in minutes, with no technical training, no broadband constraints, and full reporting and tracking on the back-end.

For more information, contact info@videotrope.com