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Press Release

Demand Media Signs 19,350 Square Foot Sublease at 1299 Ocean Avenue

Santa Monica, California – November 2, 2009:

Demand Media, the leader in distributed social media powering three billion conversations every month, executed a 19,350 square foot sublease to occupy the entire fifth floor at 1299 Ocean Avenue—one of the premier buildings in the Los Angeles office market. The



sublease, which commences December 1, 2009 with a 40-month term, is expansion space for the online media company, which currently occupies over 40,000 square feet in Downtown Santa Monica. Moreover, the sublease included furniture and telephone equipment—providing an excellent value for the subtenant. The total consideration for the lease is in excess of \$2,000,000.

Located on the northeast corner of Ocean and Arizona Avenues, 1299 Ocean Avenue is a Class “A” office building totaling 205,713 square feet. At 99% leased, the Property features a unique stepped design, balconies for tenant use, panoramic views of the coastline and numerous amenities within walking distance, including Santa Monica’s Third Street Promenade.

Mitchell Stokes of Madison Partners is Demand Media’s exclusive real estate broker, worldwide, and represented Demand Media in this transaction. Jake Bobek of Cushman & Wakefield represented the sublandlord, Dimensional Fund Advisors, in this transaction.