

Videojug helps solve everyday problems and inspire new knowledge on the go with new iPhone and iPad apps!

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(London, UK, 27 September 2010) Videojug (<http://www.videojug.com/>), the original UK pioneer of 'how-to' online video, is helping solve the everyday problems we all face while out and about with the launch today of its new apps (<http://www.videojug.com/mobile>) for the iPhone/iPod touch and iPad, www.videojug.com/mobile.

Allowing you to search for 'how-to' videos from Videojug's extensive library of professionally-produced films, the apps provide high quality video solutions to every day challenges and tricky situations you might face on the go - from how to change a tyre and eat sushi correctly, to how to ace an interview. Both apps are available to download for free from the iTunes App Store (<http://itunes.apple.com/app/how-to-videos-videojug-com/id389582734?mt=8>), each specially designed to make the most of the smaller-format iPhone/iPod touch and the larger-screened iPad respectively.

Videojug's apps not only help you deal with problems away from the home as they arise, they can also widen your knowledge and life skills just for fun. If you fancy learning how to do something new everyday, Videojug has catered for that too - just shake your iPhone/iPod Touch and one of those thousands of pearls of wisdom will be yours. Or use the videos to plan ahead while you are stuck in a queue, commuting or falling asleep in the doctor's waiting room. And if you've promised to cook dinner but are running late, look up Videojug's popular video on how to make chicken curry in ten minutes, drop by your local shop to pick up ingredients and arrive home in charge and with dinner under control!

In addition to the thousands of Videojug videos, the apps are armed with a catalogue of exclusive playlists covering popular topics including food, golf, dating, First Aid and DIY. And, if you anticipate being in an area without 3G or Wifi coverage, you can plan ahead with the handy option to download films directly to your device to watch later.

Tom Laidlaw, CEO of Videojug, said: "People want to be able to access the content they want whenever and wherever they are. Videojug itself was born out of a situation where its founder, David Tabizel found himself stuck on a motorway with a flat tyre but without the knowledge he needed to fix it himself. Inevitably, the 'how to' change a tyre video was one of the first films ever to be produced and continues to be one of the most popular viewed films on site. Now, with these new apps, Videojug's professional, tutorial style videos can be viewed whenever and wherever a problem or a need to know how to do something, presents itself. Never again will you need to be left in the lurch when stuck beside the motorway with a flat tyre or suddenly desperate to learn how to remove chewing gum from your clothes. We like to consider it the handheld guide to helping you "Get Good at Life."

Videojug's films available on the apps include:

Money & Careers

How to ace a job interview - <http://www.videojug.com/film/how-to-ace-a-job-interview-4>

How to be lazy in the office and get away with it -

<http://www.videojug.com/film/how-to-be-lazy-in-the-office-and-get-away-with-it>
How to prepare for an interview - <http://www.videojug.com/film/how-to-prepare-for-an-interview>

Food & Drink

How to cook a chicken curry in ten minutes -
<http://www.videojug.com/film/how-to-cook-a-chicken-curry-in-ten-minutes>
How to make apple crumble - <http://www.videojug.com/film/how-to-make-apple-crumble>
How to eat sushi - <http://www.videojug.com/film/how-to-eat-sushi>

Technology & Cars

How to change a tyre - <http://www.videojug.com/film/how-to-change-a-tyre>
How to use a car jack - <http://www.videojug.com/film/how-to-use-a-car-jack>
How to change windscreen wiper blades -
<http://www.videojug.com/film/how-to-change-windscreen-wiper-blades>

Beauty & Style

How to tie a tie using a full windsor knot -
<http://www.videojug.com/film/how-to-tie-a-tie-using-a-full-windsor-knot>
How to create a smoky eye effect - <http://www.videojug.com/film/how-to-create-a-smoky-eye-effect>
How to tie a bow tie - <http://www.videojug.com/film/how-to-tie-a-bow-tie>

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Notes to Editors on Videojug

Videojug, owns www.videojug.com, the world's original 'how to' video website, with over 125,000 professionally-produced and curated pages of video and text information. The easy to follow, bite-size 'How to' guides cover an enormous range of topics from beauty and style know-how, health issues, DIY dilemmas and how best to tackle parenting problems. Videojug is the No.1 Most Viewed UK Guru Channel on YouTube and is No.12 Most Viewed Guru Channel on YouTube globally. "Videojug is a market leader in factual "how-to" videos having enjoyed continual, strong growth since it pioneered the "How-To" sector in 2006. Videojug has built a substantial library - running to tens of thousands of films - of professionally-produced factual, informative videos." (http://www.youtube.com/t/partnerships_success)

For further information on the Videojug app and to access an online media kit (<http://corporate.videojug.com/media-downloads>), go to:

www.videojug.com/mobile

www.videojug.com/iphone

www.videojug.com/ipad

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