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RIPPLE ADDS GLOBAL MEDIA VETERAN TO EXECUTIVE TEAM

John McMenamín Joins Ripple as Executive Vice President of Sales and Strategy

EL SEGUNDO, Calif. – February 20, 2008 – Ripple, an interactive network of screens located in community gathering places that informs, entertains, and connects people to their world, today announced John McMenamín as the company's new executive vice president of sales and strategy. McMenamín, a new media pioneer, with extensive experience in developing and launching new out-of-home content and advertising networks at companies such as ActMedia Inc., Turner Broadcasting, Compucook Inc. and i3Mobile Inc., joins Ripple with a wide range of knowledge in all aspects of network strategy including sales, content and distribution.

"We are tremendously excited to have a person of John's stature join our executive team," said Alex Nocifera, co-founder and president, sales and distribution. "To achieve the type of growth we are looking for, we needed a distinguished expert that has a wealth of industry experience as well as the vision and strategic mindset to leverage trends as they are happening. John's breadth of knowledge in advertising, sales and brand building will enable us to strengthen our foothold in existing markets and tap into new markets of interest, both large and small."

Prior to joining Ripple, McMenamín was vice president of global sales and marketing for Dow Jones International where he oversaw all global sales, marketing and business development across 12 consumer media properties, including *The Wall Street Journal* as well as *The Wall Street Journal's* European, Asian and Latin America editions, WSJ.com, MarketWatch.com and *Barron's* among others. During his tenure he led a turnaround that delivered an increase of 30% revenue growth and an operating profit for the first time in five years.

McMenamin, who has multimedia experience across a variety of platforms including print, online, wireless and television, has also held several executive level positions at leading companies such as NBCInternet, iVillage.com, Turner Broadcasting, ActMedia and Dow Jones over the last 25 years. During his time at these companies, McMenamín oversaw the creation, distribution and launch of several out-of-home media networks including the CNN Airport Network, the CNN Accent Health Network, the College Television Network, the Checkout Channel and the Cafe USA Mall Network among others. At ActMedia, where he was vice president of sales, he was responsible for advertising revenue and market strategy behind the launch of eight new in store advertising and promotion products. During his tenure ActMedia's revenues grew substantially, and ActMedia became one of the country's fastest growing new media companies.

"The media world is transforming at an extraordinarily rapid rate, driven by significant audience fragmentation, consumer control of content and technology," McMenamín commented. "I believe the combination of Ripple's propriety technology, local and national content, and the company's unique distribution network serves consumers interested in having access to relevant information in a truly differentiated manner."

McMenamin, who earned his M.B.A. from Seton Hall University and his bachelor's degree in political science from St. Anselm College, joins Ripple during a boom in the digital out-of-home industry, which has grown rapidly over the last year as many advertisers and local businesses look for effective local channels to deliver their messages to an increasingly difficult to reach consumer audience.

Recent deals with CBS Outernet, Borders and SeeSaw Networks have helped to establish Ripple's standing as a leading player in the competitive digital out-of-home space.

About Ripple

Launched in 2004 and headquartered in El Segundo, Calif., Ripple is an interactive network of screens located in community gathering places, featuring content that informs, entertains, and connects people to their world. Our national network democratizes access to a mass media platform, giving people the power to show up and connect in their communities with products like *ShoutOuts* and *AdCenter*. With thousands of screens in hundreds of locations across the country, Ripple's rapidly expanding network currently reaches millions of unique consumers every month. The company's current distribution partners include Borders, The Coffee Bean & Tea Leaf, Tully's Coffee, Jack in the Box, Jiffy Lube, CBS Outdoor, Arden Realty, Kilroy Realty and G&L Realty. Ripple's media partners include Reuters, E! Entertainment, *The New York Times*, Yahoo!, CBS and Clear Channel.

For more information on Ripple, please visit ripple.tv.

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