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Ripple Selected by AlwaysOn as OnMedia Top 100 Winner

Recognized for game-changing strategies in advertising, marketing, and promotions

EL SEGUNDO, Calif., January 22, 2008 – Ripple, an interactive network of screens featuring content that informs, entertains, and connects people to their communities, today announced that it has been chosen by AlwaysOn as one of the OnMedia 100 Winners. Inclusion in the OnMedia 100 signifies major developments in the creation of marketing tools, services, venues, and advertising, branding and public relations campaigns. Ripple was selected by the AlwaysOn editorial team and other industry experts spanning the globe, based on a set of five criteria: innovation, market potential, commercialization, stakeholder value and media buzz.

Ripple and the OnMedia 100 Top Private Companies will be honored at the OnMedia conference scheduled to occur on January 28-30, 2008 at The Mandarin Oriental Hotel in New York City. This two-and-a-half day executive event will feature technology CEO's from Silicon Valley leading presentations and high-level debates with the global advertising and media establishment, about disrupting user behavior and creating new opportunities in the marketing, branding, advertising, and public relations industries. Fifty of the top CEO's from the OnMedia 100 will present their market strategies to a panel of industry experts in a "CEO Showcase."

"The OnMedia 100 winners have excelled in key strategic areas in the advertising, marketing, public relations, and promotions industry," said Tony Perkins, founder and CEO of AlwaysOn. "We congratulate them for their success in introducing new tools, services, and venues for marketers to have at their fingertips and for use to take their business to the next level in innovation."

The OnMedia 100 was selected from over hundreds of companies, nominated by a panel of industry experts in the online ad service, technology, community platform, mobile advertising, marketing, and Web analytic sectors from around the world.

Reaching more than 20 million viewers every month, Ripple provides advertisers with the opportunity to reach target audiences with community-specific and demographically-tailored news, entertainment and information from some of the world's leading content providers including, CBS, *The New York Times*, Yahoo! and E! Entertainment. In addition to providing advertisers with a platform that reaches millions of engaged viewers, Ripple provides consumers with relevant content that is customized just for them.

"We are extremely proud to be honored by the AlwaysOn organization," said Ali Diab co-founder and president, products & technology of Ripple. "Recognition of this kind is a testament to the power of this idea and the hard work of our team."

Launched in 2004, Ripple was founded as a way to help advertisers and marketers get through the clutter in today's increasingly fragmented media environment and to create a vehicle for mobile consumers to find relevancy in places where they would be most receptive to receive

messages. Recent deals with CBS Outernet and Borders have reinforced Ripple's standing as a leading player in the competitive digital out-of-home space.

A full list of all the OnMedia 100 winners can be found on the AlwaysOn Web site at <http://www.alwayson.goingon.com/>.

About Ripple

Launched in 2004 and headquartered in El Segundo, CA, Ripple is an interactive network of screens located in community gathering places, featuring content that informs, entertains, and connects people to their world. Ripple's 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, CBS, Jack in the Box, Juice it Up!, Robek's, The Coffee Bean & Tea Leaf and Tully's Coffee. Ripple's media partners include CBS, E! Entertainment, The New York Times and Yahoo!.

For more information on Ripple, please visit www.rippletv.com.

About AlwaysOn

AlwaysOn ignited the open-media revolution in early 2003 by being the first media brand to launch a community blog network. In 2004, AlwaysOn continued to lead the industry in innovation by engaging its bloggers in a social network. AlwaysOn is also revolutionizing the media business by applying its open-media principles to its executive event series (OnMedia NYC, Venture Summit East and West, On Hollywood, The Broadband Digital, Stanford Summit, and Going Green)and quarterly print "blogozine". No other media brand has dared to create such open interaction with its readers and event participants.

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