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RIPPLE GETS PEOPLE TALKING WITH SHOUTOUTS, THE NETWORK'S FIRST INTERACTIVE COMMUNITY FEATURE

*New Personalized Messaging Feature Lets People Publicly Recognize Friends,
Family and Community on Ripple TVs in Thousands of Locations Across the Country*

EL SEGUNDO, CA – September 5, 2007 – Ripple, a powerful network of screens that entertain, inform and connect people to their community, today announced the launch of its ShoutOuts service. This new interactive feature allows people to post public messages to friends and family on digital screens located in stores throughout their neighborhood. Debuting in Coffee Bean & Tea Leaf and Tully's Coffee stores across the West Coast and Southwest, ShoutOuts will launch in additional locations across the Ripple TV network later this year.

ShoutOuts provide a live community message board for only one dollar per message. Consumers simply visit <http://shoutouts.rippletv.com> to schedule their message with just few clicks. To start, users simply choose when and where they want their ShoutOut to appear. After creating a message, they can customize it by choosing a background and font. When finished, users can either send their ShoutOuts recipient a "head's up" email or keep it a surprise.

"This truly gives everyone in a community a shot at their fifteen minutes of fame," said Ali Diab, Co-Founder and President, Products & Technology for Ripple. "We are very excited to add this localized messaging tool to our network. Whether you are congratulating a friend on finishing a marathon, asking someone to prom, or just saying hello to a family member, ShoutOuts provide people with large-scale access to creating intimate dialogues with whomever they desire."

This newest feature to the Ripple network enhances the company's ability to engage local communities with entertaining, informative, and now personalized content. ShoutOuts also offers people and businesses a dynamic way to connect with their neighborhoods through a screen of relevant information.

About Ripple

Launched in 2004, Ripple provides digital entertainment and news content in more than 500 locations throughout Washington, California, Arizona, Nevada and Hawaii, and will be available nationally in the near future. Headquartered in El Segundo, Calif., Ripple's expanding network currently reaches more than 10 million unique consumers every month. The Company's current distribution partners include Coffee Bean and 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 ESPN, Reuters, E! Entertainment, Yahoo!, CBS and Clear Channel.

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

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