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Contact: Amy Orebaugh
Terpin Communications Group
(310) 821-6100 ext. 107
amy@terpin.com

**RIPPLE GROWS EXECUTIVE TEAM
AND NAMES INITIAL BOARD OF ADVISORS
-- Leading Out-of-Home Network Recruits Industry Leaders in Wake of
Raising Series A Round of Funding --**

EL SEGUNDO, Calif. – (Feb. 1, 2007) – Ripple, a leading developer, distributor and programmer of out-of-home digital networks, is pleased to announce the addition of five industry leaders to its executive team and two to its board of advisors.

“Our new executives all have impressive backgrounds in technology, media and entertainment, and we look forward to quickly reaching the next level of growth under their leadership,” said Ali Diab, President, Products and Technology for Ripple. “In addition, we are honored to be guided by the members of our board of advisors, and appreciate their willingness to share their industry experience and success with us.”

Ripple is pleased to welcome the following executives and advisors to the Company:

Joe Hasenzahl - Vice President, Operations

Joe Hasenzahl is responsible for operations and logistics related to the company’s business and the establishment of out-of-home digital networks, including sourcing, provisioning, site surveys, installation, and maintenance of Ripple’s networks. Prior to joining Ripple, Joe served as the Director of Retail Systems at BCBG Max Azria. Previously, Joe was Manager of Application Development for Universal Studios Group Information Technology and Services, where he managed application development and store systems for Universal Studios Hollywood and City Walk. He graduated from Pepperdine University where he received a Bachelor’s of Science in Management.

Adam Korman - Vice President, Design & User Experience

Adam Korman is responsible for the overall user experience of Ripple’s products and services. He brings more than 10 years of experience to the team, having designed products as varied as call center dashboards, digital photo management software, car stereos, medical devices and music applications. Prior to joining Ripple, Adam worked at Yahoo! Music, designing a subscription music service for the PC desktop, mobile phones and media center computers. He also worked at St. Jude Medical, designing custom hardware and software solutions for medical

professionals, and at Cooper, designing a wide range of digital products. Adam received a Bachelor's of Fine Arts in Music from California Institute of the Arts.

Matthew New – Vice President, Products

Heading up the product team for Ripple, Matt New drives the products and services roadmap for the company, bringing more than 10 years of experience in managing desktop and mobile products to the Ripple team. Before joining Ripple, Matt was at Yahoo! for seven years, where he ran the Messenger product from 1999 to 2003 and the Music Engine product from 2003 to 2006. Prior to Yahoo!, Matt was a program manager at ESPN, where he worked on many of the GameCast and other site products. Matt holds a Bachelor's Degree in English from the University of California at Berkeley.

Jason Seldon – Vice President, Finance and Administration

Jason Seldon oversees accounting, finance, human resources, and business operations for Ripple. Previously with Disney, Jason led the financial forecasting efforts of the studio's billion-dollar International Home Entertainment division. Prior to Disney, he worked in media and entertainment with MGM and PricewaterhouseCoopers. Jason holds a Bachelor's Degree in Economics from the Wharton School of Business at the University of Pennsylvania, an MBA from the UCLA Anderson School of Management and is a Certified Public Accountant.

Ron Vaisbort – Vice President, Corporate Alliances

Ron Vaisbort is responsible for defining the Company's content strategy and establishing new programming, technology, marketing and distribution relationships. He served in a similar capacity as Intel's Media & Entertainment Alliances Director, where he was responsible for worldwide strategic planning and business relationships between Intel and content rights holders. He also served as Intel's liaison to Southern California companies and venture capital firms, and was responsible for the licensing of Intel's patent portfolio. Prior to Intel, Ron was the General Counsel and Corporate Secretary of Trillium Digital Systems, Inc., as well as an attorney in private practice. Ron received an A.B. from the University of California, Berkeley and a J.D. from Loyola Law School.

Kerry W. Coin – Board of Advisors

Kerry W. Coin is the Principal and co-founder of The KERMA GROUP, LLC, a management consulting firm specializing in operations and organizational change. He brings more than 30 years of experience in executive leadership positions in the retail, consumer packaged goods, management, consulting and hospitality businesses. A sampling of his past positions include Vice President of Operations for AnnTaylor.com and Vice President of Supply Chain Development for Ann Taylor; Vice President of Retail and Fulfillment for 1-800-Flowers.com; President and COO of Diedrich Coffee, Inc.; President and COO of Boston West, LLC and Vice President of Strategy and Development for CKE Restaurants, Inc. Kerry earned his Bachelor's of Science in Mathematics and Physics at Truman State University and his Master's of Science in Applied Mathematics and Computer Science from Southern Illinois University.

Amin Vahdat – Board of Advisors

Amin Vahdat is an Associate Professor in the Computer Science and Engineering Department at UC San Diego and is the Director of the Center for Networked Systems. He was on the faculty at Duke University before joining UC San Diego in 2003. Vahdat is a recipient of the NSF CAREER award, the Alfred P. Sloan Fellowship, and the Duke University David and Janet Vaughn Distinguished Teaching Award. He also co-founded the USENIX/ACM Symposium on Networked Systems Design and Implementation (NSDI). His research focuses broadly on computer systems and networks, with recent focuses on availability, resource allocation,

programming models and languages for distributed systems, and scalable network emulation environments. In the past, he served as Chief Scientist for WebOS Corporation, one of the pioneers in the emerging area of web services. He holds a BS in Electrical Engineering and Computer Science and a PhD in Computer Science, both from the University of California, Berkeley.

About Ripple

Launched in 2004, Ripple (formerly called ActiveMaps, Inc.) provides digital entertainment and news content in over 375 out-of-home locations throughout Southern California and Hawaii. Headquartered in El Segundo, Calif., Ripple's expanding network currently reaches over 7 million unique customers every month. The Company's current distribution partners include The Coffee Bean and Tea Leaf, Diedrich Coffee, Jiffy Lube, CBS Outdoor, Arden Realty, Kilroy Realty and G&L Realty. Ripple's media partners include ESPN, E! Entertainment, Yahoo!, CBS and Clear Channel.

Ripple raised \$5 million in a first round of capital funding from Trinity Ventures and Draper Fisher Jurveston in January of 2007.

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

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