



**CONTACT:**

Amanda Diaz  
Allison & Partners  
Office: 310-496-4454  
[adiaz@allisonpr.com](mailto:adiaz@allisonpr.com)

**RIPPLE APPOINTS JOHN MCMENAMIN AS CHIEF EXECUTIVE OFFICER**

*McMenamin Will Lead Ripple's Ongoing Expansion in the Burgeoning Out-of-Home Media Space*

**EL SEGUNDO, Calif. – July 15, 2008** – Ripple, a network of screens located in specialty retail locations featuring content that informs, entertains and connects people to their world, today announced John McMenamin as the company's new Chief Executive Officer. McMenamin, a new media pioneer, brings more than 20 years of experience in developing and launching out-of-home content and advertising networks at companies such as ActMedia Inc., Turner Broadcasting, Compucook Inc. and i3Mobile Inc. McMenamin joined Ripple in February of this year in the role of Executive Vice President of Sales and Strategy.

"Since he joined Ripple earlier this year, John has proven to be a dynamic, energizing leader and an innovative strategist," said Tim McAdam, General Partner of Trinity Ventures. "As one of the original media executives in the out-of-home video space, John brings a breadth of knowledge in advertising, sales and brand building that will support Ripple's rapid growth and identify the most promising new channels for content and distribution."

Ripple's network of screens integrates national content such as news, weather and entertainment stories with customized, regional and community-focused news and local event listings. This blend of relevant content is paired with targeted advertising offered at the national, regional and local levels. Ripple delivers information that engages consumers during their dwell-time and offers a platform for advertising messages from national brands as well as local businesses. With the recently announced expansion that will put Ripple screens in Einstein Bros. Bagels and Noah's Bagels locations across the country, the Ripple network will reach nearly 30 million people each month.

"The media world is transforming at an extraordinarily rapid rate, driven by new technology, consumer adoption to new forms of media and today's consumers changing media consumption habits," McMenamin said. "We have already begun to realize Ripple's enormous potential to engage consumers with real time news and information in a positive retail experience. This affords advertisers the opportunity to interact with upscale and hard to reach audiences in a cost efficient and high-impact manner."

Prior to joining Ripple, McMenamin 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* United States, Europe, Asia 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 percent revenue growth and an operating profit for the first time in five years.

McMenamin 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, McMenamin 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.

-more-

**About Ripple:**

Launched in 2006 with offices in El Segundo, CA and New York City, Ripple is a network of screens located in specialty retail locations, featuring content that informs, entertains and connects people to their world. With thousands of locations across the country, Ripple's rapidly expanding network currently reaches nearly 30 million consumers every month. Ripple creates an ideal advertising platform by pairing compelling content with highly targeted messaging. Major national advertisers and local businesses can take advantage of Ripple's geo-targeting capabilities and easily get their ads out anywhere on the network. Advertisers reach the right consumer at the right time, engaging a coveted, hard-to-reach demographic, in a unique position to take action on their message. The company's current distribution partners include Borders, Einstein Bros. Bagels, Jack in the Box, Juice it Up!, Robek's, The Coffee Bean & Tea Leaf and Tully's Coffee. Ripple's media partners include *The New York Times*, Reuters, MSNBC, CBS, Yahoo! E! Entertainment, and Eventful, among others.

For more information on Ripple, please visit [rippletv.com](http://rippletv.com).

###