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RIPPLE JOINS OUT-OF-HOME VIDEO ADVERTISING BUREAU (OVAB)

Professional Association Offers Opportunities for Industry Leadership and Collaboration

EL SEGUNDO, CALIF. – JUNE 11, 2008 – Ripple, a network of screens located in specialty retail locations featuring content that informs, entertains and connects people to their world, announced today that the company has joined the Out-of-Home Video Advertising Bureau (OVAB), an association of out-of-home video networks and suppliers dedicated to the growth and regulation of the booming out-of-home media market.

Ripple's network of screens integrates national content like news, weather and entertainment with customizable, community-focused news and local event listings. This compelling blend of information is paired with targeted advertising at the national, regional and local levels, offering an ideal messaging platform for national brands as well as small businesses. Committed to delivering engaged consumers, Ripple's strategic position as a curator of content forges unique and powerful connections between people, communities and brands and businesses.

Founded in 2006, Ripple's growth has paralleled the rapid expansion of the out-of-home video and advertising community in recent years. The company's geo-targeting capabilities and content-focused approach to engaging consumers have attracted a long list of prestigious national brands as advertisers, lending increased credibility and legitimacy to the entire out-of-home video space and encouraging its development.

"Ripple's contributions to the growth of our industry make them a welcome addition to OVAB," said Suzanne Alecia, OVAB President. "Collaboration between members and guidance from industry leaders ensure that OVAB continues to support both the advertising community and the operators of out-of-home video networks to measure and maximize value from these powerful media platforms."

"Ripple's network is a prime example of this medium's unlimited potential to engage the elusive modern consumer," said John McMenamin, Ripple's EVP, Sales and Strategy. "From its inception, Ripple has supported OVAB's goals of standardized audience measurement and promoting out-of-home video as a source of mainstream targeted advertising, and we look forward to contributing to their efforts to maintain our industry's dynamic pace of expansion."

Ripple's Lifestyle and QuickServe networks reach nearly 30 million consumers each month at leisure time destinations like Borders, The Coffee Bean & Tea Leaf and Robeks, and dynamic, fast-moving audiences in high-frequency settings like Jack in the Box. Engaged by compelling content from sources including MSNBC, E! Entertainment and Reuters, consumers benefit from Ripple's localized content and advertisers connect with coveted, hard-to-reach demographics made up of consumers who are in a position to take action on their message.

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, Jack in the Box, Juice it Up!, Robeks, 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.

About OVAB

Founded in 2006, the Out-of-Home Video Advertising Bureau (OVAB) represents leading out-of-home video networks whose mission is to educate the advertising community that is actively engaged in evaluating, planning, and buying media on the effectiveness of our media. On behalf of its members, OVAB seeks to foster ongoing collaboration between agencies and out-of-home video advertising networks; provide standards, best practices and industry-wide research; and promote the effectiveness of out-of-home video advertising. For more information, please visit www.ovab.org.

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