



Eventful Contact:

Sharon Howell
(415) 992-4400 (direct)
eventful@lewispr.com

Ripple Contact:

Pia Burone
(310) 496-4457 (direct)
Pial@allisonpr.com

**RIPPLE AND EVENTFUL JOIN TO PROVIDE CONSUMERS WITH
UP-TO-DATE SNAPSHOT OF LOCAL EVENTS**

New Feature Showcases Concerts, Sports, Arts and More with Community-Based Event Listings

EL SEGUNDO and SAN DIEGO, Calif. – March 25, 2008 – Ripple, an interactive network of screens located in community gathering places that informs, entertains and connects people to their world, and Eventful, the leading global events Web site, have teamed to provide locally-targeted event listings to consumers. Through this strategic content rollout, Ripple's audience, comprised of more than 20 million consumers, is now empowered with a current stream of local events via the "Local Scene™" feature. People can now discover events occurring in their neighborhood with just a glance at a screen in the places they frequent most often.

The joint effort combines Eventful's robust inventory of event information with Ripple's hyper-local targeting capabilities at more than 1,500 locations across the nation in high-traffic specialty retail locations such as Borders, The Coffee Bean & Tea Leaf, Jack in the Box and Tully's Coffee. The "Local Scene™" feature provides information from Eventful that shows consumers exactly what's happening in their community, without needing access to the Internet or thumbing through often out-dated event guides.

By adding Eventful's listings of more than four million concerts, sporting events, political rallies, cultural happenings and other events, Ripple makes it easy for today's on-the-go consumer to stay informed about what is happening next week or even that same afternoon. Ripple's existing content portfolio includes partners like CBS, *The New York Times*, Reuters, Yahoo! and E! Entertainment.

"We are excited to partner with Ripple to help consumers feel more connected to each other and their neighborhoods through the discovery of local events," said Jordan Glazier, CEO of Eventful. "Ripple has built an impressive community platform that reaches millions of people where they shop, work and dine, which provides a natural forum to extend our content to consumers when they are out and about."

Ripple acts as a curator of relevant content, providing consumers with information tailored to their lifestyle. Whether a viewer is seeking the national news of the day, an affordable dry cleaner down the street, some good local music or the best way around a traffic jam, Ripple keeps them connected to their world.

"Eventful is the type of partner we get excited about because their content supports our commitment to creating a truly meaningful local experience for each individual who interacts with a Ripple screen," said Ali Diab, Co-Founder and President of Products and Technology at Ripple. "By offering our audience targeted local event information from a trusted source like Eventful, we deliver on that goal."

Eventful is quickly becoming an essential part of consumers' lives, enabling people to discover, share and create events in local communities throughout the world. More than five million registered users rely on Eventful to discover what's happening in their community.

About Ripple

Launched in 2006 and headquartered in El Segundo, Calif., Ripple owns and operates an interactive network of screens located in community gathering places, featuring content that informs, entertains and connects people to their world. Our 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, The Coffee Bean & Tea Leaf, Tully's Coffee, Jack in the Box, Jiffy Lube, CBS, Arden Realty, Kilroy Realty and G&L Realty. Ripple's media partners include Reuters, E! Entertainment, *The New York Times*, Yahoo!, CBS and Clear Channel. For more information on Ripple, please visit <http://ripple.tv>.

About Eventful

San Diego based Eventful operates Eventful.com, the World's leading events Web site, which enables its community of users to discover, promote, share and create events throughout the world. Eventful users select from more than 4 million events taking place in local markets throughout the world, from concerts and sports to singles events and political rallies. Eventful's Demand service enables users to influence where their favorite performers appear by creating grass-roots campaigns to "Demand" them in their town. Visit Eventful at <http://www.eventful.com>.

#