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Ripple and SeeSaw Networks Team Up on Digital Advertising Sales

*Partnership Expands SeeSaw's Footprint and Provides
Vibrant New Sales Channel for Ripple*

EL SEGUNDO and SAN FRANCISCO – Jan. 17, 2008 – Ripple, an interactive network of screens located in community gathering places, and SeeSaw Networks, a media company offering the most extensive digital out-of-home media network advertising portfolio, today jointly announced a broad-reaching advertising sales partnership. The agreement adds more than 2,000 Ripple screens in venues including Borders, Coffee Bean & Tea Leaf, Jack in the Box and Tully's to SeeSaw's out of home advertising inventory, totaling millions of weekly impressions.

Through this partnership, SeeSaw's portfolio of top-tier brand advertisers will now be able to feature their messages alongside Ripple's fast growing network of geographically-targeted lifestyle content delivered by partners including CBS, E! Entertainment, Reuters, The New York Times and Yahoo!. The addition of Ripple to SeeSaw's advertising inventory brings its total offering to more than 20,000 venues nationwide, reaching more Americans than many primetime TV programs at a fraction of the cost.

"Ripple provides one of the most engaging customer experiences, delivering local content in a meaningful way" said Peter Bowen, chief executive officer of SeeSaw Networks. "Moreover, Ripple's breadth of high quality locations strengthens SeeSaw's Life Pattern Marketing capability which is an effective way to intercept people in their daily routines where they work, play and socialize. We are very proud that premium networks like Ripple choose SeeSaw to make their screens available to national advertisers."

The collaboration between Ripple and SeeSaw Networks improves advertisers' ability to reach targeted audiences such as business professionals, college students and alpha moms during their daily routines. Consumers report that advertising on digital signage catches their attention above advertising on all other media, including television, as reported in the 2007 OTX Digital Out-of-Home Media Attitude and Awareness Study, which can be viewed at <http://www.seesawnetworks.com>.

“SeeSaw, with its rapidly expanding portfolio of digital out-of-home advertising locations, is an ideal partner for Ripple. In today’s cluttered media environment, advertisers and marketers are increasingly seeking out-of-home options that are most relevant to them.” said Ali Diab co-founder and president, products & technology of Ripple. “Ripple’s partnership with SeeSaw ensures that national advertisers can now place their messages on the Ripple Network and communicate with out-of-home consumers in a way that is meaningful at a time and place where they are most receptive.”

“The addition of Ripple to the growing SeeSaw network of affiliates provides advertisers with an even more compelling digital out-of-home media network “ said Damon Peirson, vice president and director of out-of-home services of Zenith Optimedia. “Combining Ripple’s terrific locations with SeeSaw’s extensive network enables us to provide our clients with very efficient, targeted media plans that reach people where they work, play and socialize.”

About Ripple

Launched in 2004 and headquartered in El Segundo, CA, Ripple is an interactive network of screens located in community gathering places, featuring content that informs, entertains, and connects people to their world. Ripple’s 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, CBS, Jack in the Box, Juice it Up!, Robek’s, The Coffee Bean & Tea Leaf and Tully’s Coffee. Ripple’s media partners include CBS, E! Entertainment, The New York Times and Yahoo!.

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

About SeeSaw Networks

SeeSaw is the most extensive network of digital out-of-home media with more than 20,000 venues nationally and growing. Through its network of affiliates, SeeSaw currently delivers over 30 million weekly gross impressions –more than most primetime TV spots and at a fraction of the cost. SeeSaw operates SeeSawAds.com, a media service that enables agencies to easily plan, buy and measure digital signage. On SeeSawAds.com agencies customize campaigns across different venues, markets and demographics with unprecedented precision. With SeeSaw, advertisers can reach people in their work, play and social routines.

For more information on SeeSaw Networks, please visit www.seesawnetworks.com.