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## **RIPPLE EXPANDS LEADERSHIP TEAM WITH THREE INDUSTRY VETERANS**

*Briggs Ferguson, John Richards and T.S. Ramakrishnan  
Join Ripple's Executive Boards*

**EL SEGUNDO, Calif. – November 14, 2007** – Ripple, an interactive network of screens located in community gathering places that informs, entertains, and connects people to their world, today announced the addition of Briggs Ferguson to its Board of Directors and John Richards and T.S. Ramakrishnan to its Advisory Board. These boards were formed to advise the company on its overall direction, provide technology insight and drive industry trends, so that Ripple can obtain critical feedback on product and tactical issues related to dynamically delivering geo-targeted content to people and businesses through a new non-intrusive media platform.

"Achieving our goals will require thoughtful and sustained collaboration with key industry visionaries," said Ali Diab, co-founder and president, products & technology for Ripple. "By formalizing our relationships with these distinguished experts, we are better able to benefit from their collective wisdom."

Ferguson joins Ripple's Board of Directors as a seasoned industry veteran and an expert in localizing large companies. During his tenure as CEO of Citysearch, Ferguson was responsible for all aspects of IAC/InterActiveCorp's national and international city guide business. Prior to joining Citysearch in 2002, Ferguson served as the executive vice president, marketing and product strategy for Launch Media Inc., holding the same title after the company's acquisition by Yahoo! Inc. Earlier in his career, Ferguson was senior vice president of marketing and product strategy for EMI Music.

Richards joins the company with a strong background in vision-planning and strategic operations which he developed during his career at Starbucks and Four Seasons Hotel. Richards is an experienced specialty retailer executive that has helped companies establish processes and infrastructure to spur business growth while simultaneously increasing sales and profits.

With the addition of Ferguson to the Board of Directors and Richards and Ramakrishnan to the Advisory Board, Ripple's executive team is now composed of 11 leading technology, media and entertainment experts, each with a significant track record in his field of expertise. Leading the team of executives are co-founders, Ali Diab, President, Products & Technology, and Alex Nocifera, President of Sales & Distribution for Ripple.

### **Briggs Ferguson – Board of Directors**

Briggs Ferguson is an experienced media and music industry veteran, and joins Ripple following successful tenures at Citysearch, Ticketmaster, EMI and Yahoo! Inc. A graduate of Dartmouth College, Ferguson has an impressive track record and extensive industry expertise required for companies that project aggressive growth. He brings a strong marketing and product sensibility to the Ripple team and as well as relevant experience in the local advertising space.

### **T.S. Ramakrishnan – Advisory Board**

T.S. Ramakrishnan is a veteran technology architect whose innovations have powered the likes of Facebook, Skype, Yahoo!, AdMob and Oracle. T.S. is uniquely suited for Ripple as the company encounters dramatic growth. At Yahoo!, Skype, and Facebook, he demonstrated an astute ability for building highly scalable and dynamic systems. Recently, Mr. Ramakrishnan was Vice President of

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Engineering for Facebook, where he oversaw the build out of the site's architecture, cultivated a talented product engineering team, and managed a technology rollout that expanded Facebook beyond its college-age community. While at Yahoo!, Ramakrishnan also oversaw the extension of Yahoo! Messenger to mobile platforms, an early revolution in PC-to-mobile communications, and one he now plans to bring to the realm of mobile advertising.

#### **John Richards – Advisory Board**

John Richards is an accomplished CEO with close to 40 years of experience in building luxury branded consumer products and services for companies in established high-growth environments. John brings a significant knowledge of the affluent consumer, providing sound, strategic vision across marketing and operations disciplines in complex multi-unit/multi-channel businesses. He is also familiar with boardroom and corporate governance issues, merger and acquisitions, corporate restructuring, IPO and private equity funding.

#### **About Ripple**

Launched in 2004 and headquartered in El Segundo, Calif., Ripple is 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 more than 20 million 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 Outdoor, Arden Realty, Kilroy Realty and G&L Realty. Ripple's media partners include ESPN, Reuters, E! Entertainment, The New York Times, Yahoo!, CBS and Clear Channel.

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

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