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RIPPLE INTRODUCES RIPPLE AD CENTER ONLINE AD TOOL THAT ENABLES LOCAL ADVERTISERS TO CREATE TARGETED AD CAMPAIGNS AND SERVE THEM DIRECTLY TO THE MOST POPULAR LOCAL ESTABLISHMENTS IN THEIR NEIGHBORHOODS

As Ripple Begins Nationwide Network Rollout, Local Businesses Will Have Ability To Place Ads In Stores That Are Part of Their Customers' Everyday Lives

EL SEGUNDO, CA—May 7, 2007 – Ripple, the first nationwide Out-of-home Lifestyle Digital Media company delivering hyper-local content on flat screen panels in retail locations, today unveiled a new online self-service advertising tool that enables any business in the country to simply and cost-effectively create, place and manage ad campaigns in establishments right in their own neighborhoods.

Ripple, which received its initial funding from Trinity Ventures and Draper Fisher Jurvetson, has already built a network of more than 400 high traffic locations throughout Southern California, Arizona, Nevada and Hawaii, reaching nearly 10 million individual consumers every month. Starting today, businesses can use the newly available Ripple Ad Center to reach millions of potential customers as the company now aggressively builds a nationwide network footprint with leading retail location partners. Ripple's continuing network expansion is expected to reach a few thousand locations nationwide by the end of this year.

"We are building a nationwide network of locations in communities across the country that offers unprecedented hyper-local advertising opportunities to businesses of every size," said Ali Diab, Ripple Co-Founder and President, Products & Technology. "The neighborhood sporting goods store down the street now has the capability to build a TV-quality ad, place it in the coffee shop a few doors down and have the power to change or adjust that campaign on the fly through the Ripple Ad Center."

The content served to each location in the Ripple Network is both geographic- and demographic-specific. Local sports scores, weather, traffic, news and information from top-tier content partners is displayed on HD television screens at locations that include coffee shops, bookstores, shopping malls, fast food outlets, juice bars and more. Advertising from national brands seeking a deeper relationship with consumers right in their own neighborhoods appears alongside this content. For such advertisers as well as local businesses, launching a neighborhood-based ad campaign on the Ripple Network is now simple, fast and surprisingly affordable.

To build their ads and place them in the locations they choose, business owners need only visit <http://adcenter.rippletv.com>. Once there, they may choose the locations and types of establishments where they would like to display their ad simply by selecting from an online map of the available Ripple Network locations in the neighborhood they would like to target. After

entering the length of time the ad should run in those particular locations, merchants can easily and quickly select from a variety of design templates, fonts, and images to create their ad.

Phoenix, Arizona, real estate agent Heather MacLean has already tapped into the Ripple Network to place ads for her services in coffee stores within a two-mile radius of her office. MacLean was one of the first to create, place and manage ads using the new self-service Ripple Ad Center.

“I can’t believe I can now place an ad in the same retail establishments I visit every day,” said MacLean, who continued, “These are the very same places my potential clients visit. What’s more, I can change my ad whenever I want using the Ripple Ad Center, which works for me because I update the properties I have on the market all the time.” She added, “The Ripple Ad Center is a versatile and powerful yet inexpensive tool for a small business owner like me. It lets me reach the right people in the right neighborhoods for my business.”

Technology to Connect Communities, Consumers

As one of the country’s fastest-growing digital out-of-home lifestyle media networks, Ripple reaches nearly ten million individual consumers every month via in-store placements that present top content alongside targeted advertising. Each location consists of a 37-, 42- or 50-inch large format HD LCD display, with layouts tailored to the environment (e.g. shorter messages for viewers waiting in fast moving lines). Ripple can remotely reboot or control the power of its displays over an IP network using an Internet browser, instead of dispatching a technician to resolve the issue which is inefficient and costly.

“While the Ripple Network certainly reaches a collective national audience, our goal is to make our network indispensable to the local communities that we serve,” said Alex Nocifera, Ripple Founder and President, Sales and Distribution. “We want consumers to view us as a trusted source of local information where they need it most. In addition, we would like our retail partners to view us as an indispensable partner for meeting their customers’ growing demands for staying current with events that affect their daily lives.”

About Ripple

Ripple, founded in 2004, is an out of home lifestyle media network delivering hyper-local news and entertainment directly into the places and spaces of everyday life. Already reaching nearly 10 million individuals across several states each month via in-store high-definition screens tailored to an upscale and on-the-go audience, Ripple is fast expanding its nationwide network of content and retail partners to better serve each neighborhood and the businesses that wish to engage, entertain and connect with the people within them. For more information, please visit www.rippletv.com.

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