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## Ripple TV Closes \$4 Million in Venture Capital Funding from Draper Fisher Jurvetson and Trinity Ventures

**EL SEGUNDO, CALIF – MAR 26, 2009** - Ripple TV, a digital place-based television company that operates a national network of screens in specialty retail locations, announced today that the company has raised \$4 million in venture capital funding from Draper Fisher Jurvetson and Trinity Ventures. Ripple TV's network of digital screens delivers national news, entertainment and sports content along with regional and local information such as weather, traffic and events. Ripple TV informs and entertains today's "on the go" consumer by keeping them connected to their world throughout the day. The Ripple TV lifestyle network is distributed in Borders, Einstein Bros. Bagels, Noah's Bagels, The Coffee Bean and Tea Leaf, Tully's Coffee, Gelson's, Juice it Up! and Robeks.

"Since its founding, Ripple TV has pursued strategic funding opportunities that give us the runway to enhance our product offering and expand our network," said John McMenamin, CEO of Ripple TV. "The place-based digital television industry is an emerging media platform that has seen very strong growth. We plan to use this investment to continue providing a valued service to our viewers, advertising partners and distribution partners and to drive innovation in order to build on our leadership position in the digital place-based video media industry."

Ripple TV, a leader within the place-based digital television industry, experienced its strongest year to date in 2008 and is expected to continue on its high growth trajectory in 2009. The company's proprietary technology allows it to deliver high quality content and advertising on a national, regional and local level. The Ripple TV technology platform can also tailor content and advertising messages on a hyper-local basis, down to the location-specific level.

The Ripple TV network is located in premier locations that deliver advertisers an elusive, hard to reach upscale audience in a highly efficient and targeted manner. Ripple TV's monthly audience of almost 10 million upscale consumers is measured and validated by Nielsen Media Research. Ripple TV is also a member of the OOH Video Advertising Bureau (OVAB).

### **About Ripple TV:**

Launched in 2006 with offices in El Segundo, CA and New York City, Ripple TV is a network of screens located in specialty retail locations, featuring content that informs, entertains and connects people to their world. With locations in the top 15 markets, Ripple TV's rapidly expanding network currently reaches an audience of nearly 10 million consumers every month. Ripple TV creates an ideal advertising platform by pairing compelling content with highly targeted messaging. Major national advertisers and local businesses can take advantage of Ripple TV'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, Einstein Bros. Bagels, Gelson's, Juice it Up!, Robeks, The Coffee Bean & Tea Leaf and Tully's Coffee. Ripple TV's media partners include *The New York Times*, CBS, Yahoo! E! Entertainment and Eventful, among others.

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