



Ripple contact  
Kevin Shepela  
310.333.0100 x150  
[kshepela@rippletv.com](mailto:kshepela@rippletv.com)

On The Go Media Network contact  
Mike Mehlmann  
817.975.9186  
[mmehlmann@onthegomedianetwork.com](mailto:mmehlmann@onthegomedianetwork.com)

### Ripple Partners with On the Go Media Network to Offer Local Advertisers Easy Access to Targeted, Out-of-Home Advertising

**EL SEGUNDO, CALIF – OCT \_\_\_\_, 2008** - Ripple, a network of digital display plasma screens featuring content that informs, entertains, and connects people to their world, announced On The Go Media Network, a sales organization specializing in local and regional sales, serving the digital out of home (DOOH) industry, as their exclusive local/regional sales agency. This partnership offers advertisers a seamless process for purchasing affordable and effective hyper-targeted advertising in all of Ripple's 1,000+ locations throughout the U.S., including current retail partners such as Borders, Einstein Bros. Bagels, Noah's Bagels, The Coffee Bean and Tea Leaf, Jack in the Box, Tully's Coffee, Juice it Up! and Robeks.

For local advertisers, On The Go Media Network will group Ripple store locations into geographically targeted areas designed to match their local business trading areas. Businesses will be able to purchase geographically targeted out-of-home digital display advertising programs capable of reaching a sizable number of consumers in close proximity to their business while in a captive environment, where consumers are "on the go" in purchasing mode.

"We are very excited about our partnership with Ripple. In studying the digital out-of-home industry's fastest growing companies, we were impressed with Ripple's technology and ability to deliver high quality entertainment and customized local content like news, weather and traffic," said Brian Stock of On The Go Media Network. "Ripple screens are in premium retail locations where customers have attention to spare and can engage with messages, providing national and local advertisers a high-impact environment and a platform to connect with consumers," added On The Go's Monica Dupen.

"The rapidly changing newspaper and TV markets are helping drive DOOH growth. Declining newspaper readership, growing TV DVR penetration, audiences' channel surfing and increasing fragmentation across hundreds of channels is making it costly and difficult for local advertisers to accumulate the eyeballs they need in their primary geographically targeted areas to grow their business," said On The Go Media Network's Mike Mehlmann.

"The combinations of Ripple's targetable platform and On The Go Media Network's experience and success in selling local advertising into a form of out-of-home advertising is truly unparalleled. Our partnership is well positioned to build the largest nationwide local advertising sales force serving DOOH venues," said Kevin Shepela, Vice President of Business Development at Ripple Networks.

Local businesses of many types are already enjoying the benefits of DOOH media programs, including restaurants, doctors, dentists, real estate and insurance agents, schools – colleges and professional, spas and salons, car dealers and many others.

The DOOH industry is one of the fastest growing new advertising mediums today, spreading even faster than the internet in its early days because of its ability to reach consumers when they are away from home and in proximity to purchase. Revenues are currently at \$1.2 Billion, and projected to grow 33% annually to \$3.7 Billion in 2011, primarily as a result of ad dollars being shifted away from traditional media such as television and newspaper that reach consumers in-home, to retail venues that reach consumer out-of-home, in locations such as Ripple's retail partners.

###

**About Ripple:**

Launched in 2006 with offices in El Segundo, CA and New York City, Ripple is a network of screens located in specialty retail locations, featuring content that informs, entertains and connects people to their world. With thousands of locations across the country, Ripple's rapidly expanding network currently reaches nearly 30 million consumers every month. Ripple creates an ideal advertising platform by pairing compelling content with highly targeted messaging. Major national advertisers and local businesses can take advantage of Ripple'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, Jack in the Box, Juice it Up!, Robeks, The Coffee Bean & Tea Leaf and Tully's Coffee. Ripple's media partners include The New York Times, MSNBC, CBS, Yahoo! E! Entertainment, and Eventful, among others.

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

**About On The Go Media Network:**

On The Go Media Network is a company that is dedicated to monetizing Digital Out Of Home (DOOH) networks through generating local / regional advertising revenue for the DOOH Industry. They service top DOOH Networks through exclusive local advertising sales partnership agreements.

On The Go Media Network's executive management team of Monica Dupen, Mike Mehlmann and Brian Stock has a proven track record of success in building nationwide local advertising sales forces for DOOH industry leading companies. All three principals grew three of the most successful out-of-home local cinema ad sales companies from the ground up into \$10M+ operations in just a few years. Over the past five years, the three principals worked closely together as three of four VPs in building the local ad sales force of Screenvision Cinema Advertising, which at end of 2007 was one of the DOOH industry's largest and most successful nationwide local sales organizations. They recently launched On The Go Media Network to grow the local and regional advertising revenues of the Digital Out Of Home market, and are currently building a nationwide sales force specialized in executing at the local level.

Visit [www.onthegomedianetwork.com](http://www.onthegomedianetwork.com) or call 888-880-ONTHEGO for more information.