

FANZTER LAUNCHES COOLSPOTTERS BETA TO PUBLIC

NEW SOCIAL WEB PLATFORM ENABLES SIMPLE DISCOVERY OF THE PRODUCTS AND BRANDS USED BY THE WORLD'S CELEBRITIES AND TRENDSETTERS; BUILDS COMMUNITIES AROUND SHARED POPULAR CULTURE PASSIONS

PEPSI JOINS AS EXCLUSIVE LAUNCH SPONSOR

COLLINSVILLE, CT - May 7, 2008 - Fanzter, Inc. announced today that Coolspotters (www.coolspotters.com), a new social web application and community, has officially launched in beta to the public. Coolspotters provides a first-of-its-kind platform with an easy-to-use interface that allows people to discover, share, and connect around the products and brands being used by today's celebrities and trendsetters (actors, athletes, business icons, musicians, politicians, and other public figures). Pepsi will participate in the launch as the exclusive sponsor for Coolspotters.

"Coolspotters.com allows us to reach an audience of trendsetters," said John Vail, Director, Interactive Marketing Group, Pepsi-Cola North America. "The site will attract influential consumers in the pop culture realm and we look forward to interacting with them as the site launches."

"Pop culture plays a huge role in our lives. It helps influence the clothes we wear, the movies we watch, the music we listen to, and ultimately what we think is cool." said Aaron LaBerge, CEO and co-founder of Fanzter. "We've all heard a song in a commercial and wanted to know what it was; seen a pair of sunglasses on an actor and wondered where we could get them; or simply wondered what products our favorite celebrities are using. We built Coolspotters to help answer those questions and much more."

Covering any and all facets of popular culture, Coolspotters makes it easy for people to find the latest on what's cool – whether it's people, products, or any other aspect of popular culture. Additionally, it gives consumers a way to conduct a new, authentic kind of product research through the most sincere of product endorsements – actual use. In the same way that another site might only focus on the connection between movies and the people associated with them, Coolspotters shows the connections between today's celebrities and the products they use, the music they listen to, the cars they drive, the clothes they wear, the pets they have, and so much more.

Coolspotters provides simple tools to help users discover and share information about:

- **Individual Trendsetters** – Whether a Hollywood celebrity, athlete, musician, or a business or political luminary, users are able to see and share information about the products, places, people, fashions, organizations, schools, and causes associated with these trendsetters.
- **Products or Brands** – Discover all of the celebrities known to use a product; see movies and TV shows where the product has appeared; learn about connections to other brands, companies, and entertainment; find other people that have the same interest in the product you do; get reviews and feedback from other users and more.
- **Movies, TV, and Music** – Want to know what the car in a favorite movie was? Want to know the song in a TV commercial, or the cell phone used on a TV show? Users can search for movies, TV shows, books, and any other titled product and find all of the information associated with it. Plus, they can add additional information they have about the title so that others may benefit as well.
- **Shared Knowledge** – Those amazing, everyday product gurus, celebrity experts, or entertainment buffs can now share and show off what they know with the entire Coolspotters community. Members of Coolspotters can create or add to profiles, make "spots" (a spot is a connection between two things), leave comments, ask questions, share their own lists of favorites, provide ratings and reviews.
- **Organizations** – Today's consumer wants to know about the organizations that are front and center everyday. Who supports various political parties and candidates? Who is donating to which causes?

Who else belongs to the groups or causes they are passionate about? What associations do organizations have with other aspects of today's culture, such as brands, people, and products? Coolspotters allows users to find, organize, gather around, and add to this information.

Coolspotters represents enormous value to both, consumers looking to discover, research, and buy products, and the marketers and retailers of those products. By connecting knowledgeable product users with potential product purchasers, Coolspotters advances the level and ease of informed buying. Utilizing a number of innovative, patent-pending technologies, Coolspotters is able to maximize celebrity endorsements, user recommendations, and comments from community members to help the consumer find what they truly want.

"In today's world, consumers demand authenticity," said Eric Kirsten, Executive Vice President and co-founder of Fanzter. "We believe we've built a uniquely informative and fun destination for people who are passionate about celebrities and popular culture, and we are confident we're delivering a new, exciting model for promotion to marketers and retail organizations."

Coolspotters is the first product from Fanzter. For more about the Pepsi sponsorship, go to: http://fanzter.com/press/pepsi_coolspotters_05072008.pdf.

Visit Fanzter online at <http://www.fanzter.com>.

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About Fanzter

Fanzter, Inc. is a privately held, new media development company founded in June 2007 by Aaron LaBerge and Eric Kirsten, both veterans of major media and technology companies. LaBerge, 35, a former Senior Vice President of Technology and Product Development for ESPN, spent more than a decade with the The Walt Disney Company and ESPN. Kirsten, 38, has an extensive entrepreneurial background as a founder of TrueChat, Inc. (acquired by Terayon Communications) and Ames Seminars, and has also held executive positions with AT&T, GlobalCenter, and Universal Pictures. The company's simple mission is to create the world's best consumer Internet products.

About the Investors

Fanzter, Inc. is funded by investment from business, technology, and entertainment leaders including Richard Barton (Benchmark Capital, Expedia, Zillow.com), and Seattle-based venture capital firms Second Avenue Partners (Mike Slade, Nick Hanauer, Pete Higgins) and Curious Office Partners (Adrian Hanauer, Kelly Smith). Fanzter also has multiple angel investors from within the media, fashion and entertainment industries. For more on Fanzter's first round of funding, see: http://fanzter.com/press/fanzter_funding_01092008.pdf.

Contacts

Fanzter, Inc.

Eric Kirsten

pr@fanzter.com

(860) 269-7247