



**Fanzter, Inc. has been chosen by the  
Connecticut Technology Council as a 2009 Company to Watch as part of the Third Annual  
Cantor Colburn / CAAT Innovation Pipeline Awards**

**COLLINSVILLE, CT (September 2, 2009)** - Fanzter, Inc., the technology startup behind the popular site Coolspotters, has been selected by the Connecticut Technology Council as a 2009 Company to Watch. The designation recognizes the company for its unique technology development, including the platform that has helped Coolspotters create an entirely new category of website -- enabling people to discover, share, and buy the products and brands used by today's biggest celebrities. The Connecticut Technology Council, the State's industry association supporting technology leadership and development, annually recognizes companies with an innovative product or service and a business model that demonstrates potential for future success.

Fanzter's CEO, Aaron LaBerge, attributes this honor to an experienced team of passionate developers and a dedication to putting quality and the interests of the Coolspotters community first.

"Everything we do is designed to make Coolspotters the most entertaining and useful platform for our community", said LaBerge. "We never forget that we work for our members, and with that singular focus, Coolspotters has grown into a product we're all extremely proud of."

Coolspotters is a celebrity fashion and e-commerce platform launched in May 2008. Since its launch, the site has grown quickly, seeing an average 25 percent traffic increase per month and reaching millions of fans throughout the world. As a leading source for the latest celebrity fashion and style trends Coolspotters combines a passionate community with a powerful discovery and "visual commerce" engine. It has attracted top-tier advertisers such as AT&T, Levi's, Microsoft, and Pepsi.

PC Magazine recently named Coolspotters as one of its Top 100 Web sites of 2009.

Visit Coolspotters online at [www.coolspotters.com](http://www.coolspotters.com)

For more information about the Cantor Colburn LLP / CCAT Innovation Pipeline Awards, or to attend this event, please visit the CT Technology Council's website at [www.ct.org](http://www.ct.org).

**About Fanzter, Inc.**

Founded in June 2007, Fanzter, Inc. is a privately held new media development company that creates leading-edge consumer Internet products. The company's simple mission is to build products that consumers will love to use. Fanzter's first product, Coolspotters, launched in May 2008. For more information, please visit [www.fanzter.com](http://www.fanzter.com).

**About Cantor Colburn LLP**

Cantor Colburn specializes in intellectual property law helping companies both large and small succeed in this critically important area of the law. Its philosophy is to partner with clients, both large and small, to provide them with quality, timely, and cost effective legal services so that they can maximize and enjoy the full value of their intellectual property assets. Its practice covers all aspects of intellectual property law, extending to industries as diverse as biotechnology, telecommunications, polymeric materials, optical imaging, petroleum, electrical power systems, medical instrumentation, software, optics, and industrial safety protection products.



### **About the Connecticut Center for Advanced Technology**

The Connecticut Center for Advanced Technology, Inc. helps private and public entities to apply innovative tools and practices to increase efficiencies, improve workforce development and boost competitiveness. CCAT functions as a unique economic development organization that combines expertise in cutting-edge technology with specialized centers of excellence in manufacturing, education, training, energy and entrepreneurialism. It promotes partnership between industry, academia and government to create a new collaborative framework for addressing 21st-century economic challenges.

### **About the Connecticut Technology Council**

The Connecticut Technology Council is the state's industry association for the technology sector. CTC's mission is to "connect people, ideas and opportunities to the global technology and innovation community." CTC provides members with business assistance and specialized programs, in addition to promoting and supporting public policies that position Connecticut to have a globally recognized "culture of innovation" that helps attract great ideas and entrepreneurs to in turn develop new jobs and wealth for the state. [www.ct.org](http://www.ct.org)

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