



## COOLSPOTTERS POWERS “OBAMASTYLE” MODULES ON NEWSWEEK.COM

NEWSWEEK.COM USERS CAN FOLLOW AND SHARE INFORMATION ABOUT LIFESTYLE TRENDS OF THE PRESIDENT AND THE FIRST FAMILY

**COLLINSVILLE, CT (March 11, 2009)** - Fanzter, Inc., the company behind the celebrity style and product discovery platform Coolspotters ([www.coolspotters.com](http://www.coolspotters.com)), has reached an agreement with Newsweek to power an “Obamastyle” content module on Newsweek.com. The special Coolspotters content widget will appear on the front page of Newsweek.com and throughout the Politics section. The agreement will allow Newsweek.com readers to tap into the powerful Coolspotters platform and communities, giving them a unique opportunity to discover, follow, and share information about the lifestyle trends of President Obama and the First Family.

“The Obama family is a social and cultural touchstone in so many ways,” said Geoff Reiss, General Manager and Vice-President, Newsweek Digital. “We want to deliver coverage for our readers not only on the political and news-making aspects of the Obama administration, but also by tapping into the excitement over the style and culture that the President and his family brings to the White House. Coolspotters helps us deliver this for our users in a dynamic and compelling way.”

Aaron LaBerge, CEO and co-founder of Fanzter, Inc. said, “Coolspotters represents a powerful way for everybody from fashion lovers to political enthusiasts to average, curious citizens to follow the cultural and fashion trends that the President and Michelle Obama are leading. Even more importantly, it will let them participate by sharing their knowledge as well as benefit from the collective wisdom of the community.”

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

Visit Newsweek online at [www.newsweek.com](http://www.newsweek.com)



### **About Newsweek.com**

Founded in 1933, Newsweek provides comprehensive coverage of national and international affairs, business, society, science and technology, and arts and entertainment. Headquartered in New York, Newsweek has bureaus located in the U.S. and around the globe. In addition to its U.S. edition, Newsweek publishes three English-language editions overseas and is the only news magazine with seven weekly local-language editions—in Japanese, Korean, Spanish, Polish, Arabic and Russian. The magazine appears in more than 190 countries.

### **About Coolspotters**

Launched in May 2008, Coolspotters is a social Web platform and community that provides a first-of-its-kind user experience, allowing people to discover, share, and buy the products and brands being used by today's celebrities and public figures. Coolspotters provides simple tools to help users discover and share information about individual trendsetters, celebrities, products, brands, movies, TV, music, and more. It gives consumers a unique, new way to discover new products - through the most powerful of product endorsements - actual use.

### **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).

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