



FANZTER ACQUIRES SOFTWARE DEVELOPMENT FIRM MUSTACHE, INC.

MUSTACHE, INC.'S JON MADDOX JOINS CONNECTICUT STARTUP AS VICE PRESIDENT, TECHNOLOGY AND PRODUCT DEVELOPMENT

COLLINSVILLE, CT (June 23, 2009) - Fanzter, Inc., creators of the celebrity style and entertainment platform Coolspotters (www.coolspotters.com), has acquired Richmond, VA-based software development company Mustache, Inc. Founded by Jon Maddox, Mustache, Inc. is the creator of several popular applications for the iPhone and iPod touch platforms, as well as multiple software and web platforms. Like Fanzter, Mustache, Inc. focuses on building fun, easy to use products and software that serve a need and that consumers love. As part of the acquisition, Maddox will join Collinsville, CT-based Fanzter as the Vice President, Technology and Product Development.

"We're extremely happy to further improve and expand Fanzter by acquiring such an innovative, user-focused company," said Aaron LaBerge, CEO and co-founder of Fanzter. "What Mustache and Jon have done so successfully is build products that serve a distinct need, are fun to use, and that people simply can't get enough of. That fits perfectly with Fanzter's mission to build great products that users love."

Added Maddox, "I'm incredibly excited about joining the Fanzter team. Their understanding of what gets users excited is only trumped by the execution on their products. I've watched as companies consistently get it wrong, but this team is getting it right. The Mustache products have a safe home at Fanzter and I can't wait to make a positive impact on all of Fanzter's products."

With the acquisition, Fanzter expands its portfolio of products. Among the popular applications Mustache, Inc. has developed for the iPhone and iPod Touch platform are:

- **Brackets** - Launched in March around the NCAA Men's College Basketball Tournament, "Brackets" gives the user a simple, portable, mobile interface to follow all their various brackets and get current game scores in one easy mobile interface.
- **Summizer** - Summizer is a Twitter search and tracking application that quickly and easily follows the trends a user cares about. It allows users to harness the collective information power of Twitter and save search terms for one-touch access at any time, so a user can take the pulse of customer opinions, follow emerging trends, or see in real-time how everyone is reacting to a major event.
- **Streaks** - "Don't break the chain." That's how Jerry Seinfeld described his favorite productivity and motivation tool to software developer Brad Isaac. "Streaks" is the "Seinfeld Calendar" for the iPhone or iPod Touch: a calendar tool that allows a user to create and track Streaks of behaviors or actions – to stay motivated, catalog activities and more. Whether tracking attempts to quit smoking, dieting, working out, writing, musical practice, or any other behavior, Streaks allows for daily or variable length tracking on a calendar that creates and monitors streaks for the user.

They join other successful Fanzter products, anchored by Coolspotters, the celebrity style and entertainment platform that launched in May, 2008. Currently serving over 1.5 million pageviews per month, Coolspotters has seen over 25 percent monthly traffic growth every month since launching. It has become a leading source for the latest trends and celebrity-related products, fashions, and brands – creating a new category of online destination that combines a passionate community with a powerful

discovery and “visual commerce” engine. In addition to Coolspotters, Fanzter is due to launch SimpleSports (www.simplesports.com), a next-generation sports platform for web and mobile devices, in Summer, 2009.

In March, Fanzter secured \$2 million in series B funding, led by Steamboat Ventures, an affiliate of The Walt Disney Company, and Second Avenue Partners.

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 love to use. For more information, please visit www.fanzter.com.

Media Contact

Fanzter, Inc.

Eric Kirsten

pr@fanzter.com

(860) 269-7247

-end-