

PEPSI TO BE THE EXCLUSIVE LAUNCH SPONSOR FOR COOLSPOTTERS

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

COLLINSVILLE, CT - May 7, 2008 - Fanzter, Inc. and Pepsi today announced an agreement that will make the global beverage brand the exclusive launch sponsor for Coolspotters (www.coolspotters.com), Fanzter's new social web application and community that launched today in beta.

"We're extremely excited to have a brand like Pepsi, that represents a history of trendsetting and a tangible cool factor, as our exclusive launch sponsor," said Aaron LaBerge, CEO and co-founder of Fanzter. "For decades Pepsi has been at the forefront of reaching consumers in innovative ways and on leading-edge platforms. We're excited that Coolspotters can add to that legacy."

"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."

Chris Kempczinski, Vice President of Marketing, Pepsi-Cola North America, added, "Coolspotters represents an evolution of the social web, providing a platform so simple that anyone can use it, allowing people to find and share information about the products and brands being used by their favorite celebrities."

Covering all aspects of popular culture, Coolspotters' simple-to-use interface makes it easy for people to find the latest on what's cool – whether it's people, products, or any other element 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 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 Coolspotters launch, go to: http://fanzter.com/press/coolspotters_launch_05072008.pdf.

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

Visit Coolspotters online at <http://www.coolspotters.com>.

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

Pepsi-Cola North America
Michelle Naughton
michelle.naughton@pepsi.com
(914) 253-2950

-end-