



Chris Chinn Joins Watercooler as Vice President of Sales

Former head of U.S. sales for Bebo to lead advertising sales and monetization strategy

MOUNTAIN VIEW, Calif. – Dec. 15, 2008

News Facts:

- Watercooler announced today that Chris Chinn, former head of U.S. sales for Bebo, has joined the company to lead advertising sales and monetization strategy across the company's suite of online sports and TV communities.
- Chinn joins Watercooler with more than 19 years of experience in media advertising sales at multiple online and broadcast television companies ranging from media conglomerates to startups. Most recently, Chinn has been on the forefront of social media advertising at SocialMedia, Bebo (which was recently acquired by AOL) and Facebook. Prior to that, Chinn led U.S. sales for Netscape and regional sales for AOL's Web properties including AOL Instant Messenger.
- As part of his responsibilities for monetization efforts at Watercooler, Chinn will continue to build on the momentum generated by Watercooler and its exclusive advertising partner, Federated Media. Watercooler and Federated Media have successfully closed advertising relationships with large consumer brands such as Nike, Samsung and Target and will continue to work together to develop new and exciting social advertising opportunities.
- In addition to advertising sales, Chinn will lead the charge on the additional facets of Watercooler's monetization strategy, which include:
 - Mobile – continuing to drive the existing partnership with 4INFO to deliver sports scores and TV news to consumers and developing relevant mobile advertising solutions for marketers
 - Ecommerce – driving implementation and promotion of the recently announced partnership with Delivery Agent to enable users to purchase merchandise from their favorite TV shows
 - Market research –utilizing aggregate user data to report on consumer behavior with regard to various sports and entertainment categories

About Watercooler, Inc.

- Watercooler aims to make connecting with your friends and other fans of your favorite sports teams and TV shows more compelling than ever before. Through the FanSection and TVLoop communities, Watercooler provides the most extensive network of online fan communities around sports and TV entertainment spanning the TVLoop.com Web site and top social networking sites including Facebook, MySpace, Bebo, Friendster and hi5. Watercooler began connecting fans around sports and TV in November 2006 and has since attracted more than 30 million registered fans worldwide.
- The Watercooler network is the largest online community of passionate sports and TV fans and encompasses applications on top social networking sites as well as the recently launched TVLoop.com destination Web site. Users visit the Watercooler suite of communities to engage with like-minded fans, watch TV episodes online, play social trivia games, take quizzes and discuss their favorite shows.

LINKS:

[Watercooler Corporate Site](#)
[TVLoop.com](#)
[TVLoop Blog](#)
[TVLoop Twitter feed](#)
[FanSection Blog](#)

Quotes, attributable to Watercooler executives:

- "We've already found a way to be successful at driving revenue through traditional display advertising and engagement-focused advertising solutions,," said Kevin Chou, CEO of



Watercooler. “However, the addition of Chris Chinn will further expand our advertising strategy, ultimately leading to building greater and larger consumer brand relationships. Chris’ experience is invaluable to the success of building products and features that meet the needs of our advertisers and partners.”

- “Social media advertising is really just getting started, and the opportunity to work with Watercooler, the largest social media network of sports and TV communities, gives me the opportunity to apply the success and experiences I’ve acquired with some of the leading social media companies. Watercooler’s ability to provide marketers with ways to engage users leveraging their passion for sports and entertainment – all within a social context – is unique and incredibly valuable to marketers,” stated Chris Chinn, newly appointed vice president of sales for Watercooler. “I look forward to working with our advertising partner, Federated Media, to continue addressing the needs of advertisers while also exploring new and exciting revenue opportunities for Watercooler.”

Please contact Marie Williams at watercoolerpr@shiftcomm.com or 415-591-8416 to arrange an interview and/or for additional quotes.

Technorati Tags:

Watercooler, Federated Media, Delivery Agent, 4INFO, advertising, advertising sales, social media