

MEDIAPOPS

what's new for you?

www.mediapops.com

About Mediapops

Mediapops is a personalized online service that makes it easy to know about new releases of Music (Online, CD) Movies (In Theatres and DVD), Books, Concerts, and Video Games. Users tell us about Bands, Authors, Movies and Gaming Systems they like and Mediapops tracks all new releases and notifies users when they are available. We simply want to connect users to media they love.

The media universe continues to grow, the long tail of media continues. Users have access to an amazing array of content, but finding things you like and making sure you don't miss new releases or finding old favorites can be a huge chore.

MediaPops seeks to change that model. We have developed a very intuitive method to enable users to easily create their listing of media items with recommendations that leverage Amazon, Last FM and other market data.

The service assembles all the information in one place so users can get more info, share, rate and buy items. Weekly emails keep users up to date with what's new for them, so they never miss out.

Mediapops is also a believer and investor in the Social Web through the development of widgets leveraging Google's OpenSocial platform. The company has launched its beta application on several of the OS Partners, including Google, MySpace, and Ning.

Mediapops Founders

MediaPops was founded in Seattle and launched its Public Beta at TechCrunch 40 in August 2007 but has been in concept since a missed concert in 2005. The co-founders have developed several new products and services together in the last 8 years and bring a passion for connecting "gaps" in the marketplace for consumers.

• **Russ Whitman**, President – Former President of Icebox, LLC and founder of Digital Home Group & Global Digital Partners.

• **Chris Kohout**, VP S/W Development – Developer of OnTour, BitPal and Matching Science.

Mediapops Technology

MediaPops has developed a unique content aggregation tool called that finds and connects user's likes to all of the media content opportunities.

Currently Tracking: (as of April 25 2008)

CDs:	245,964
Online Music:	93,645
Books:	118,071
DVDs:	21,990
Movies in Theatres	470
Games:	21,145
Concerts:	9,656

Contact Mediapops

• Business Partners
Russ Whitman, partners@mediapops.com
• Bloggers/Media
Russ Whitman, press@mediapops.com

WHAT'S NEW FOR YOU?
• Tell us what bands, authors, movies you like.
• See all your favorite new releases here, or by email.

"I hate not hearing about new stuff I'd want. Mediapops fixes that."
— Lydia K. Seattle, WA

MediaPops
MUSIC WORDS MOVIES GAMES CONCERTS NOTLIST

New CDs for you within last 2 weeks:

Nelly Furtado Loose-Special Summer Edition	more info	buy this	add to list
Anuna Relics	more info	buy this	add to list
Robert Johnson Complete Recordings	more info	buy this	add to list
Blondie The Best of Blondie	more info	buy this	add to list
Dokken Lightning Strikes Again	more info	buy this	add to list

Tracking 644 favorite artists (customize these)