



For Immediate Release

Evolve Media Appoints Carat and Moxie Interactive Vet Paul Santello for Brand Sales and Marketing

Los Angeles —April 20, 2010— [Evolve Media](#), a unique global brand architect in the digital space, announces today that Moxie Interactive veteran Paul Santello is joining the company as Senior Vice President of Brand Sales and Marketing. Paul is responsible for working with the existing sales teams to create integrated, cross-platform solutions for the most important clients in categories such as Consumer Packaged Goods, Technology, Telecom, Retail, Beverages, Entertainment, Automotive, and Apparel.

Mr. Santello specializes in marketing, advertising and media leadership in both traditional and new media spanning product and service categories. He previously oversaw all digital strategy and planning for the Fox Theatrical, Searchlight and Home Entertainment Business at Moxie Interactive. Prior to that, he oversaw several client businesses out of Carat's West Coast region as EVP, Executive Client Director. Throughout his 20 plus years of agency experience, Paul has helped drive successful campaigns for Fox, New Line Cinema, Hyundai, Kia, adidas, Kellogg's, and The Walt Disney Company.

"Having Paul at the forefront of sales and marketing is a crucial keystone for the success of Evolve," said Aaron Broder, Co-Founder of Evolve. "Paul brings supreme knowledge of client management, creative capabilities, and exceptional service that will help grow the Evolve business."

"Joining Evolve Media is an exciting next step in my career and gives me the opportunity to continue to grow a company with unparalleled services in the digital media space," stated Santello. "Evolve's unique offering of custom creative programs with reach and scale will be something marketers will not be able to turn down."

About Evolve Media:

Evolve Media (<http://www.evolvecorporation.com/>) is a unique global brand architect in the digital space. Evolve brings together four synergistic companies to create one compelling offering: Gorilla Nation, the world's largest brand ad sales company that

specializes in targeting affinity audiences; AtomicOnline, publisher of large digital media properties, such as SheKnows (now #3 on Comscore for Women), CraveOnline, TheFashionSpot and GameRevolution; Springboard Productions, a one-stop branded entertainment video solution, and Double Helix, a creative and interactive marketing team comprised of over 35+ web designers and developers. Evolve offers brand marketers digital brand campaigns that can achieve both significant reach among key audiences and contextual environments that together have been proven to increase key brand effectiveness. To drive the best results we offer best-in-class integration and creative solutions tailored to specific brand objectives. Evolve's primary mission is to provide marketers with unique, integrated creative programs across branded consumer content sites, allowing a brand to get engaged with a passionate, influencer audience in a way that converts them into a brand evangelist. Moreover, Evolve can leverage these capabilities against a platform of over 600+ sites, reaching 300 million people globally each month.

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