



**PELAGO AND COLLECTIVE BIAS ANNOUNCE EXCLUSIVE PARTNERSHIP TO PROVIDE  
CO-BRANDED MOBILE SHOPPING SOLUTION**

*Mobile application will leverage Whrrl's location-based technology to offer targeted discounts, promotions and coupons to consumers*

**BLOGWORLD EXPO, Las Vegas NV, Oct 16, 2009** –Pelago, makers of Whrrl, and Collective Bias, the social media agency unit of MARS, today announced an exclusive partnership to co-develop and co-brand a mobile social shopping solution. The application will offer consumers exclusive in-store promotions, coupons and discounts, and link them with a powerful community to provide word of mouth recommendations about products and services. The application will be integrated into Whrrl and leverage its location-based and social technology, offering retailers and brands the opportunity to connect with consumers at the point of purchase - right from their phones.

“With estimates ranging from 28% to 60% of shoppers making decisions on which brand to buy at the store,\* it’s evident pre-shopping isn’t enough,” said John Andrews, President of Collective Bias. “Consumers, brands and retailers need a community to link them together when it matters most – at the point of purchase. Our belief is that engaging consumers in the brand management process creates opportunities for organic dialogue and vibrant relationship-building around brands. We’re excited to partner with Pelago and Whrrl to offer this unique social shopping solution.”

As part of the agreement, Collective Bias will offer the new mobile social shopping solution exclusively to both prospective clients and their customers, which currently includes Colgate, Smart & Final, ELF Cosmetics, Hershey and Genesis Today, among others. In addition to integrating the solution into Whrrl, Pelago and Collective Bias also have the option to build additional applications powered by Whrrl or entirely new products that address the growing convergence of social media and shopper marketing.

“Consumers today want contextual information on the go, including the ability to connect with the communities they trust, said Jeff Holden, Founder and CEO of Pelago. “In turn, brands want the opportunity to be involved in these relevant opportunities as they happen. We believe our social, local and algorithmic technologies, along with Collective Bias’ active communities, will help us build the right solution to bridge the gap between consumers, retailers and brands.”



### **About Pelago**

Pelago is committed to developing innovative products that bring the power of online information to everyday life in the physical world. Their flagship product, Whrrl v2.0, lets people capture and share the stories of their lives, one moment at a time. The company was founded in 2006, based in Seattle, and led by an executive team from companies including Amazon, RealNetworks and Yahoo. Pelago is backed by pioneering Internet and mobile investors including Kleiner Perkins Caufield & Byers, Bezos Expeditions, T-Venture, Trilogy Equity Partners and Reliance Technology Ventures. For more information, visit [www.whrrl.com](http://www.whrrl.com).

### **About Collective Bias**

Collective Bias is an immersive media company focused on social shopper marketing that understands the importance of communicating with consumers — not at them. The Collective Bias team believes in the importance of the shared conversation between consumers, brands and retailers. Their proprietary Social Fabric™ platform actively includes consumers in the brand management process, creating an advocacy platform that fosters organic dialogue and strong brand relationships.

\*Ogilvy study, "Shopper Decisions Made In-Store," 2009, and Miller Zell study referenced in Business Week, July 2009

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