

TimeToSignOff.com

Press Kit

May 2011

TimeToSignOff, Inc.

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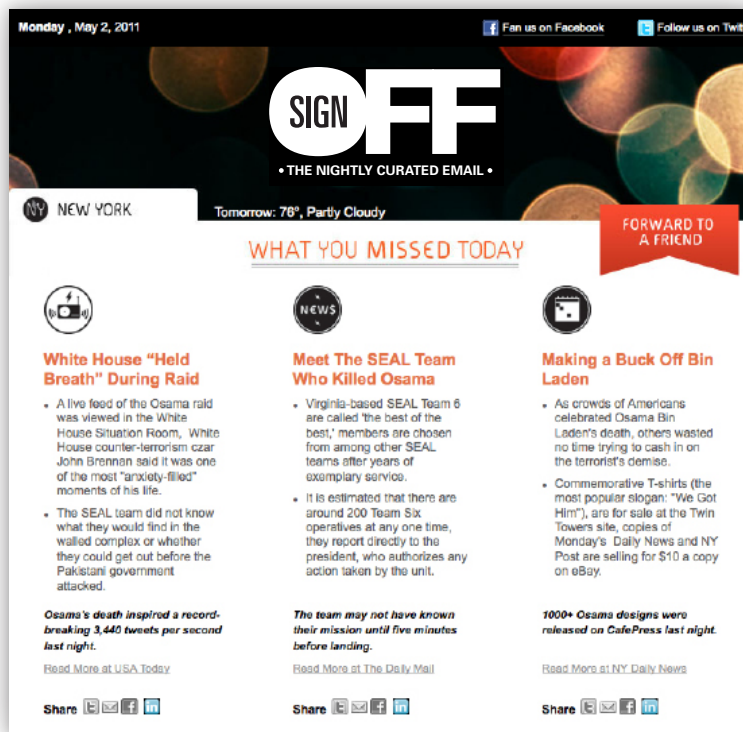
<http://timetosignoff.com>

TimeToSignOff PRESENTATION



» WHAT IS TIMEToSIGNOFF?

- TimeToSignOff is the free nightly curated email for the sophisticated individual.
- Currently providing news for three cities: NYC, L.A and Chicago. More editions to be launched this year.
- TimeToSignOff is quickly becoming the essential resource for time-deprived, affluent urban professionals in search of the best experiences, events, news and entertainment in their city.



» WHO IS TIMEToSIGNOFF FOR?

TimeToSignOff Targets:

- Urban Professionals
- 30 to 45 years old
- who work hard, for whom time is an incredibly valuable asset
- who live in major cities
- who make enough money to live and consume (>\$75k)
- who are interested in the news
- who love going out, and are always looking for the greatest deals, cultural events
- who want to stay in the know

» THE STORY

TimeToSignOff.com started from a discussion between 4 serial entrepreneurs:

- **Arthur Ceria** founder of TTSO and CEO of *CreativeFeed* digital agency in NY/SF/Paris. Former Executive Creative Director of the *OgilvyOne* San Francisco office; Executive Creative Director for *Integrated Communications* at *Euro RSCG-NY*.
- **Michael Quinn** co-founder of *CreativeFeed*, a U.S.-based digital advertising agency.
- **Marc-Henri Magdelenat** founder of *ScreenTonic*, a mobile advertising company acquired by *Microsoft* in 2007.
- **Romain Dessal** former Chief Commercial Officer at *Havas Media*.

With their hectic schedules, these busy urban friends were discussing the difficulty they were facing to stay on top of the news and events occurring in their city. With so many demands for their attention, both online and off, it was tough for them to find time to scour the internet for the best information.

They soon came to realize that they weren't alone in this struggle. There was a clear need for a new medium that would cater to the Urban Professional. Enter *TimetoSignOff.com*. The Urban Professional's solution, where every night, a simple and fast reading selection of news, after-hours entertainment and events is delivered to their inbox. The New-York edition was launched in November 2010.

One month later, two others joined in on the adventure and became integrated to the *TimetoSignOff.com*'s advisory board:

- **Jesse Kornbluth** editor of the cultural concierge site *HeadButler.com*, who has been a contributing editor of *Vanity Fair* and *New York* and editorial director at *AOL*.
- **Florent Peyre** an online media expert who spent 8 years at *Lagardere* and *Hachette Filipacchi Media* before joining *GILT City*, a division of *GILT Groupe*.

In March 2011, the L.A and Chicago editions were launched.

» INITIAL RESULTS

4 months after its launch, *TimeToSignOff.com* has:

- A loyal following of subscribers that has doubled each month
- 63% of subscribers make more than \$80K; less than 2% churn
- 13,800 Facebook Fans (as a reference, Flavorpill has 17,000; Vital Juice 6,000)
- 3 editions: NYC, Chicago and LA



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