

FOR IMMEDIATE RELEASE:

FeedMagnet content marketing platform integrates GetGlue to generate engagement for upcoming TV launch

Austin - *September 16 2013* - FeedMagnet, a content engagement solution that allows marketers to build engaging social media destinations, now includes GetGlue as the latest source in its curation platform.

This advancement to the constantly evolving platform will allow media companies and brands to harness the feedback and interaction of the GetGlue community, an active group of more than 105 million users. Television reactions, ratings, comments, and check-ins will enhance online entertainment experiences for increased viewership and retention.

"Our huge user base is a source of rich responses to television, movies, and sports," said Evan Krauss, President of GetGlue. "We're excited to work with FeedMagnet in a partnership that empowers media companies with user-generated assets for engagement and promotion."

The Queen Latifah Show, premiering on CBS and affiliates on September 16th, will be using the FeedMagnet platform to display interactions from GetGlue along with social mentions of the program on Twitter, Instagram, and Facebook. This curated and integrated approach will support a richer experience at studio tapings as well as a second screen web experience at home.

Entertainment and media brands, as well as product advertisers, will be able to gather the best of television viewer responses to use for promotion and engagement using FeedMagnet and GetGlue.

Suggested Keywords: Social Media, Display, Curation, Aggregation, GetGlue, Queen Latifah Show, FeedMagnet

About FeedMagnet

FeedMagnet provides a social media integration system enabling brands and organizations to create engaging marketing and sales experiences through real-time social content. Powered by its innovative aggregation and curation engine, FeedMagnet delivers social content from a wide range of sources to power websites, Facebook pages, event displays and billboards with dynamic authentic content targeted to its client's objectives. FeedMagnet works directly with large clients and a network of digital and creative agencies to provide distinctive and engaging experiences. FeedMagnet's clients include Verizon, GE, Fox, Hearst, and Starwood Hotels. For more information, visit www.feedmagnet.com.

About GetGlue

GetGlue is a social TV leader, with 4 million registered users and 1 billion data points. GetGlue offers a personalized guide for TV, movies and sports, to help users discover what to watch. Users can also check-in and share what they are watching with friends, discover content around their favorite shows and unlock rewards from GetGlue partners. GetGlue is founded by Alex Iskold, and based in New York City. Over 75 major television networks and 25 movie partners use GetGlue to promote their shows and movies to fans. The company has received funding from Union Square Ventures, RRE Ventures, Time Warner Investments, Rho Ventures and a number of prominent angel investors. For more information, visit: <http://getglue.com/about>.

Contact:
Frank Burns

frank@feedmagnet.com

PO Box 6382,
Austin, TX
78762
Ph: 1-(512)-576-0502

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