



## *Biography*

**Stephanie Grossman**  
**CEO**  
**Digital Sidebar**

Stephanie Grossman has gained a reputation as a thought leader in the areas of mobile advertising, consumer engagement and content discovery. Tier one carriers look to her for solutions on monetization of their networks, unique ways to stimulate consumption of content and methods to increase affinity with subscribers. Ms. Grossman has deep experience in media and marketing. As the Founder/CEO of digital SIDEBAR, the most pervasive platform connecting wireless carriers, content providers and marketers with mobile consumers, Ms. Grossman's strategy and vision are driving partnerships with tier one operators in the U.S. and EU, OEMs and many of the world's most notable media companies and brands. Prior to founding digital SIDEBAR, Ms. Grossman was a respected network executive in the television and on-line spaces for over 18 years. Ms. Grossman successfully launched and headed divisions for Warner Bros. and Court TV; she oversaw the market leading media sales division for two of Scripps Networks and on-line properties. Ms. Grossman began her career in advertising sales at Tribune's Los Angeles television station, KTLA. Ms. Grossman received a B.A. from UCLA; she has been an active participant in the Big Sisters of Los Angeles program and various media organizations.

digital SIDEBAR is a technology-enabled media company with a patent-pending solution that links wireless carriers, content providers, marketers and consumers. The company's ASP-based ecosystem combines media, marketing and technology expertise; it is the first true end-to-end solution for wireless operators and positions their mobile channels as national media networks. Tier one wireless operators will begin trialing digital SIDEBAR's platform in 2007 as a means to engage subscribers, proactively stimulate consumption of content and develop new streams of revenue through third party sponsorships. digital SIDEBAR has been operating in stealth since March 2004; the company will launch publicly in March 2007.