

RESIGNATION MEDIA NAMES RICARDO NETO REGIONAL VICE PRESIDENT OF SALES FOR EASTERN REGION

Appointment Fuels Rapid Growth for Media Company and Its Properties theCHIVE and Berry;
Follows Launch of Out-of-Home Advertising Network and William Murray Golf Apparel Line

NEW YORK (November 2, 2016) -- Resignation Media, the multiplatform digital media company with flagship brands theCHIVE and Berry, today announced the appointment of Ricardo Neto in New York as the Regional Vice President of Sales for the Eastern Region. The announcement follows a recent partnership between Resignation Media and Venturefuel, Inc. to launch CHIVE TV, a digital out-of-home network in restaurants and bars, on top of a distribution agreement between Resignation Media and Royal Caribbean, the world's largest global cruise line, which will feature CHIVE TV programming on all 25 ships in its fleet. It also comes on the heels of the successful debut of a golf apparel line in partnership with Bill Murray, named William Murray Golf.

In this position, Neto will oversee all brand partnerships with Fortune 500 companies within the East region, based out of NYC. He joins a Resignation Media advertising sales team steering multiplatform campaigns for a number of blue-chip brands including Diageo, Harley Davidson, Square Enix, Vail Resorts, 20th Century Fox, Activision, UFC, and Esquire Network.

"We are seeing an explosion in our branded advertising right now across theCHIVE and Berry," said Leo Resig, co-founder of Resignation Media. "Ricardo will bring a welcomed hand in helping to steer our advertising efforts as we continue to expand."

This appointment follows the successful launch William Murray Golf, a new golf apparel line in partnership between Resignation Media and Murray Brothers LLC, including actor Bill Murray; with an overwhelmingly positive consumer response, the line sold out its first offerings in 24-hours and continues to sell at breakneck speed. Resignation Media has also seen rapid growth in its CHIVE TV digital out-of-home network; since its debut in April, the network has been distributed to more than 1,300 bars and other Points of Party™ across the U.S. and continues to expand. The network is enabled through Roku devices that enable businesses to stream viral video content on existing TVs.

Neto joins Resignation Media from ADARA as the Director of East Coast Sales where he helped advertisers leverage first party data to drive their overall marketing strategies. Neto has 10 years of experience in digital advertising and has worked with global marketers to build their brand influence and scale performance. Prior to ADARA, Neto has held management and direct selling positions at various media companies such as Barry Diller's IAC, SheKnows Media and Salon.com.

About Resignation Media, Inc.:

Founded in 2008 by brothers John and Leo Resig, Resignation Media consists of a family of websites, apps and OTT channels, including its flagship brands theCHIVE and Berry. This family also includes eCommerce sites The Chivery, Buy Me Brunch and William Murray Golf. In 2010, Resignation Media established Chive Charities, a non-profit organization that inspires theCHIVE's online community to champion orphaned causes in need of public awareness and financial assistance. Resignation Media also owns: a streaming entertainment channel, CHIVE TV; an in-house production company, Chive Studios; and a sales and media operation division with offices in Los Angeles, Chicago, New York City and San Francisco. Resignation Media is headquartered in Austin with 170 full-time employees nationwide.

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