



**FOR IMMEDIATE RELEASE**

**RESIGNATION MEDIA TAPS VENTUREFUEL TO SUPPORT FAST-GROWING CHIVE TV  
OUT-OF-HOME VIRAL VIDEO NETWORK**

***Firm Founded by Out-of-Home Advertising Pioneer Fred Schonenberg to Accelerate  
Sales for Growing Network Distributed to More than 1,300 Bars and Places of Party  
Accelerating Brand Partnerships for New Digital Out of Home Offering***

**(NEW YORK – Oct. 11, 2016)** – Resignation Media, the multiplatform digital media company with flagship brands theCHIVE and Berry, today announced a partnership with VentureFuel, Inc., to help support the rapid growth of its CHIVE TV out-of-home network. VentureFuel will focus on accelerating the growth of the digital network by forging strategic alliances with Fortune 500 advertisers. The announcement follows on the heels of a recent 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.

CHIVE TV delivers a five-hour viral video loop of stunts and hilarious licensed videos from YouTube talent, content partners as well as fans of theCHIVE, all aimed specifically at the brand’s audience of male millennials. The network is enabled through Roku devices that enable businesses to play free content on existing TVs, building one of the largest digital out-of-home networks in the U.S. 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 grow rapidly.

Before founding VentureFuel, Fred Schonenberg spent nine years as the Executive Vice President of Sales at Zoom Media, another DOOH property.

“The national scale that CHIVE TV has reached in a matter of months is a true testament to how good the content is and how much the young millennial male audience in bars loves that content,” said Fred Schonenberg, founder of VentureFuel. “To reach this audience while they are having fun with their friends, surrounded by content they are passionate about is a dream for advertisers across multiple categories.”

“When you launch something new in the advertising world, VentureFuel is the clear choice to accelerate the monetization of the product and get your new offering in front of the largest marketers in the country,” said Leo Resig, co-founder of Resignation Media, which owns CHIVE TV. “Their depth of knowledge about DOOH and new media made them the perfect resource to help us launch CHIVE TV to the masses.”

### **About Resignation Media, Inc.:**

Resignation Media owns and operates many of the Internet's most prolific digital lifestyle brands, including theCHIVE.com. RM boasts a thriving eCommerce storefront, TheChivery.com; a live entertainment group, Chive Studios; and OTT entertainment channel in CHIVE TV. RM also influences a community of active loyalists who visit their websites, advocate their brand, attend local functions, and drive charity efforts. Under a single focus in connecting millions of like-minded, Millennial members, Resignation Media has united its fan base in person and over the web. With over 150 employees and more than 3 million daily views across desktop, mobile web and mobile app platforms, Resignation Media serves its advertising partners with offices in New York, Los Angeles, Chicago, San Francisco and Austin.

### **About VentureFuel, Inc.:**

VentureFuel, Inc. provides national advertising sales representation for new technology and emerging media companies. VentureFuel curates the best and most disruptive platforms and represents them to Fortune 500 advertisers and their agencies. The company provides revenue generation, brand positioning, ad package creation and other consulting services to build elite sales organizations to execute first-to-market charter deals and fuel the growth of the new ventures. The company was founded by Fred Schonenberg, who has over 15 years of high growth sales experience, introducing new media formats, and first-to-market products to the ad marketplace. Learn more at <http://www.venturefuel.net> or call Fred Schonenberg 212.729.3622.

###