



theCHIVE ANNOUNCES NEW AD SALES TEAM

#1 Humor site to now work directly with advertising partners

AUSTIN, TEXAS (Oct. 6, 2015) – Resignation Media, parent company of theCHIVE - the #1 Humor site in the United States (comScore) - and theBERRY, has launched its internal ad sales team.

Over the past year multiple content initiatives have grown from theCHIVE's own creative studio, including CHIVE TV and the Chive Podcast - featuring guests such as Jim Gaffigan, Adam Carolla, John Cena and Broken Lizard. theCHIVE podcast is hosted by co-founder John Resig and theCHIVE's head editor, Bob Phillipp.

"My brother John and I started theCHIVE in 2008 and we've relied on 3rd party ad rep firms for our premium branded advertising so we could focus on creating amazing content. Our most recent representation was through Woven Digital and they have been a great partner over the past 4 years but we have outgrown the relationship and we're ready to introduce Resignation Media to the world.," said Leo Resig, Co-Founder and CEO of Resignation Media. "Resignation Media has built a loyal audience of 35+ million UV's/month between theCHIVE and theBERRY and we've not only established a recognizable brand, but we've created an unmatched cultural movement offline with our dedicated fan base of Chivers," Resig added.

The recent addition of the national sales team along with theCHIVE Brand Studios video production department brings the total headcount at Resignation Media to 120 full time employees.

"Reinvesting in our business to better serve our audience has always been our #1 priority. We're excited to directly work with our advertising partners to enable theCHIVE to bring our community original content they've already shown great interest in," said Rob Thiel, VP of Ad Sales for Resignation Media. Prior to Resignation Media, Rob Thiel has held various leadership positions at Evolve, Tumblr, Zynga and Pandora.

Resignation Media serves its advertising partners with offices in New York, Los Angeles, Chicago, San Francisco, and Austin Texas.

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ABOUT RESIGNATION MEDIA

As the parent company to theCHIVE, Resignation Media owns and operates many of the Internet's most prolific digital lifestyle brands, including the Berry and the Brigade. Resignation Media boasts a thriving eCommerce storefront, a live entertainment group and a burgeoning brewery and also influences a community of active loyalists who visit their websites, advocate their brand, attend local functions, drive charity efforts and drink their beer. 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 under the common ideals of kindness, generosity and a “Keep Calm and Chive On” outlook. With over 120 employees and more than 3 million daily page views across desktop, mobile web and mobile apps, Resignation Media serves its advertising partners with offices in New York, Los Angeles, Chicago, San Francisco and Austin.