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Press Release

Contact: Courtney Musella

Phone: 802-857-1237

Email: cmusella@mywebgrocer.com

## **Nation's Largest Grocery Media Platform Bolsters New York City Presence**

Colchester VT, September 22<sup>nd</sup>, 2009: The continuing shift of media spending from offline to online advertising has led MyWebGrocer to expand its presence in the key New York City market. To meet this demand, MyWebGrocer is opening its first dedicated Manhattan office and has hired Dan Vanchieri as Vice President of Sales for the Eastern Region.

Dan joins MyWebGrocer with more than 10 years of digital media and sales experience. Most recently, Dan spent two years at Fox Interactive Media, where he led strategic development and revenue generation within MySpace for partners like Colgate-Palmolive, General Mills, AT&T, Pfizer, Heineken and Yum Brands. Prior to Fox, Dan served at Microsoft, executing online sales and strategy for numerous e-commerce and Fortune 500 companies.

"Dan is a consummate pro in the digital space," said Alec Newcomb, Executive Vice President of MyWebGrocer. "With our continuing expansion and the shifts in the marketplace, Dan's strategic insights and experience in generating real growth for partners will be key. We're all excited to have him lead the new Manhattan office."

MyWebGrocer's new offices in New York City are located at 260 Madison Avenue. It operates the nation's largest grocery media platform. In August of 2009, the company received a \$13 million equity investment from Stripes Group, a private investment firm focused on rapidly growing and profitable Internet and software-as-a-service companies.

### **About MyWebGrocer, Inc.**

MyWebGrocer, founded in 1999 and based in Colchester, VT, is the leading digital service provider for retail grocers, connecting retail brands to their customers through ecommerce and online tools. MyWebGrocer has the largest online grocery-advertising media platform in the country with more than 5,000 grocery stores nationwide using their services. Advertisers include Kellogg's, Unilever, Nestle, P&G and 60 other leading brands.