



THE STARTUP HOUR™

THE STARTUP HOUR™ MAKES TELEVISION HISTORY WITH CROWDINVESTING

LAUNCHING IN 6 U.S. MARKETS, THE STARTUP HOUR™ IS THE FIRST TELEVISION AND STREAMING SHOW THAT ENABLES VIEWERS TO CROWDINVEST IN STARTUP COMPANIES SEEN ON TV

New York, NY, February 3, 2015 - The Startup Hour™ is a new concept combining reality TV with crowdsourcing, allowing members of the public to invest in startup business pitches presented on the show. Production begins in February with the launch of TheStartupHour.com, where investors and interested parties can register their interest in the show and sign up to participate in crowdsourcing events. Startups from all cities are encouraged to sign up now at TheStartupHour.com and register to make their pitch at any of the locations, or apply for a Skype interview. The website also features an interactive map and terminology to help everyday Americans stay informed about rules, regulations and breaking news in the crowdinvesting and crowdfunding world.

Filming of startup pitches begins March 13th to 15th, 2015 at the South by Southwest Interactive Festival (SXSW) in Austin, TX, which kicks off an eight city US tour aimed at interviewing a shortlist of entrepreneurs for inclusion in the series. The show debuts on Wednesday, May 13th, 2015 at 9:00 pm CST. The Startup Hour's first season will run 11 weeks, is slated to air in markets including Boston, Kansas City, Austin, Pittsburgh, Sacramento and Orlando; and will simultaneously stream worldwide to web and mobile channels. A panel of judges will select the finalists who will be invited to San Francisco to appear on the show's first season.

The Startup Hour™ is a new crowdinvesting and crowdfunding based television show which will provide startups with new opportunities for funding, resources, coaching, and access to customers. Additionally, it will allow registered, approved and accredited viewers to directly invest in businesses during and after viewing the program. Presently only accredited investors, (\$1M in assets exclusive of their residence, \$200k annual income or \$300K combined household income) are permitted to invest in startups. The Startup Hour™ provides a web based application to allow the average consumer to invest in companies through mobile and desktop devices while viewing the show.

The Startup Hour™ utilizes Microsoft technology and combines it with mobile features from TheHub.fm. Other companies working with The Startup Hour™ to bring this solution to market, help create jobs and broaden access to capital in support of the entrepreneurial community include The Marriott Corporation and Media General.

Registered and approved investors will have access to each of the startup's business plans (including Excel spreadsheets, valuations, etc.), and will be able to make investments through the use of groundbreaking mobile technology called Textinvesting™. The show's patent-pending mobile technology and multi-screen viewing features were designed by Jonathan Block, a 34 year entertainment industry veteran and mobile technology executive who serves as Executive Producer of the show. Mr. Block is the grandson of Wallace Fulton, who founded the National Association of Securities Dealers (NASD) in 1939 and led the agency until 1964, retiring after 25 years of service. NASD launched the NASDAQ financial exchange in 1971, and was consolidated into FINRA, the self-regulatory agency of the U.S. securities industry, in 2007.

The Startup Hour™ will visit the following cities to film startup pitches:



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March 13-15, South by Southwest Interactive Festival (SXSW), Austin, TX

March 17, Kansas City, MO

March 19, Boston, MA

March 21, Pittsburgh, PA

March 23-24, New York City, NY

March 26, Orlando, FL

March 28, San Francisco, CA

March 29, Sacramento, CA

Entrepreneurs from all US cities and investors worldwide can apply by visiting TheStartupHour.com.

ABOUT THE STARTUP HOUR™

The Startup Hour™ is making television history by allowing viewers to own a stake in the startup ideas pitched on television. A new patent-pending technology, called Textinvesting™, enables viewers to use their mobile phone to crowdfund from their couch as they view the pitch on TV, the web or their mobile device. The format introduces an emerging startup culture full of dynamic personalities and drama to a broader public. The importance of entrepreneurship is highlighted, and as viewers imagine themselves in these roles, they simultaneously have an opportunity to learn, jump in and take action. A potential new investor is now a click away.

Disclosures:

Investing involves risk, including possible loss of principal. With regard to online and mobile trading, market volatility and volume may delay system access and trade execution. A startup's business plan contains its objectives, risks, charges, expenses, and other important information and should be read and considered carefully before investing.

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