



Katalyst Media Launches “Blah Blah Blah” at TechCrunch50, Brings Entertainment Industry DNA to Digital Media

Ashton Kutcher and Jason Goldberg Demo New Media Property Live in San Francisco

San Francisco, Calif. —Sept. 8, 2008—Today, at the TechCrunch50 conference, Katalyst Media co-founders Ashton Kutcher and Jason Goldberg announce the launch of “Blah Blah Blah” a new original content Web property that delivers a unique perspective on popular culture from the vantage point of the Blah Girls (<http://www.blahgirls.com>). The Blah Girls are an animated clique of teenagers who enjoy providing their commentary on the latest entertainment themed news and happenings. With this initial foray into the digital medium, Katalyst Media is applying their expertise in content creation in a new form, and providing a compelling offering for audiences and advertisers.

“Blah Blah Blah” is rendered by artist Todd Goldman, who teamed with Ashton Kutcher and Jason Goldberg to bring to life an original content series about entertainment news as viewed through the lens of a teenager. “Teens just have a pulse on popular culture that is fascinating to younger and older demographics alike,” said Katalyst co-founder Ashton Kutcher. “We created the Blah Girls to provide a new twist on entertainment themed content, as we find this perspective to be hugely entertaining and something we believe Web audience will be attracted to and want to participate in.”

“Blah Blah Blah” is one of five original content properties under development in Katalyst’s new digital media division and just a preview of the kind of original content Katalyst plans to develop. The shift from offline to online entertainment that is currently underway,* coupled with predicted growth in Internet advertising (projected to hit \$147 billion by 2012**), make the industry is ripe for creative content like “Blah Blah Blah” which lends itself to multiple forms of advertising. Katalyst also expects to bring the Blah Girls and other original content properties to cross-platform applications including mobile, Web, VOD and television broadcast.

Todd Goldman, artist, founder of merchandising empire David and Goliath and creator of the Blah Girl characters agrees with Kutcher that Web audiences are ready for a new take on entertainment industry content. “As Ashton Kutcher demonstrated with the hit show ‘Punk’d’, there is a strong appetite for new ways of interacting with popular culture,” said Blah Girls creator Todd Goldman. “In the same way ‘Punk’d’ defined an entirely new category for the reality genre, we believe ‘Blah Blah Blah’ is positioned to become a leading original content experience for youth audiences online.”

Katalyst, a Focus on Digital Media

Since founding Katalyst Media in 2005, Kutcher and Goldberg have been focused on producing film and television properties, including the upcoming ABC game show “Opportunity Knocks” as well as the CBS program “Game Show in My Head”. Now, with the launch of “Blah Blah Blah,” Kutcher and Goldberg are turning their attention to digital media, creating original content properties for consumers to engage with and for advertisers to reach targeted audiences online.

“At Katalyst, we are creating content that delivers a convergence of the marketing trinity: content, media and brands,” said Katalyst co-founder and CEO Jason Goldberg. “The original content properties we are developing for the Web are designed to deliver engagement, buzz, and the ever elusive ‘cool factor’ to advertisers. We uniquely understand the youth market, and are thrilled to be bringing new media experiences into the category.”

Introducing the Blah Girls

“Blah Blah Blah” (<http://www.blahgirls.com>) is a comedic, animated series chronicling popular culture from the perspective of self-described gossip queens Tiffany, Brittney and Krystle – a trio of teens dedicated to spreading timely gossip and rumor across the Internet. Episodes of “Blah Blah Blah” range in length between 45 seconds and two minutes. At launch, the Blah Girls will be admitting to the world some of their obsessions, such as their love of vitaminwater focus (of course it is the pink one).

About TechCrunch50

Founded in 2007 by leading technology blog TechCrunch and entrepreneur Jason Calacanis, the TechCrunch50 conference provides a platform for early-stage, and frequently unfunded, companies to launch for the first time to the technology industry’s most influential venture capitalists, corporations, angel investors, fellow entrepreneurs and the international media. Companies are selected to participate exclusively on merit. TechCrunch50 is supported by corporate sponsors Google, Microsoft, MySpace, Salesforce, MSN Money, Symantec, Thomson Reuters and Yahoo!, as well as venture capital firms including Sequoia Capital, Mayfield Fund, Clearstone Venture Partners, Charles River Ventures, Founders Fund, Perkins Coie and Fenwick & West.

About Katalyst Media

Katalyst Media, based in Los Angeles and New York, is an original content production company creating Digital Media, Television and Film properties. The Katalyst mission is to create thought-provoking and compelling content for multiple platforms. Founded in 2005 by partners, Ashton Kutcher and Jason Goldberg, Katalyst film credits include *The Butterfly Effect* and *Guess Who*, as well as the upcoming feature film *Spread*. Television property credits include the hit series *Punk'd* and *Beauty and the Geek*. Katalyst is, additionally, producing two new network series, *Opportunity Knocks* for ABC and *Game Show in my Head* for CBS.

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* IDC, study on consumer online behavior, February 2008

** The Kelsey Group

EDITOR’S NOTE:

Graphical assets available for use include Blah Girls screen shots and the Katalyst identity.

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