

FOR IMMEDIATE RELEASE

## **Senior Executive Leaves Yahoo! to Join BranchOut**

Chris Merritt Appointed as VP of Sales and GM of Enterprise Products

SAN FRANCISCO, March 28, 2011--BranchOut, the leading professional networking service on Facebook, appointed Chris Merritt as its vice president of sales and general manager of Enterprise Products. Chris brings 20 years of experience and relationships to BranchOut, where he'll focus on building out the Enterprise Products and introducing them to the recruitment industry.

Chris joins BranchOut from Yahoo! where he most recently was vice president of Global Advertiser Partnerships. He also led the turnaround and divestiture of Yahoo!HotJobs, which was sold to Monster Worldwide last summer. Prior to Yahoo!, Chris spent five years at Monster Worldwide leading teams on the ground in North America, Europe and Asia. Prior to entering the online job search and recruitment industry, Chris worked at FedEx Kinko's leading Kinkos.com and serving as the general manager of Commercial Solutions.

BranchOut's founder and CEO, Rick Marini described Chris' move as a big win for BranchOut and a natural extension of Chris' career. "Chris brings a wealth of experience in the online networking world. He's an accomplished leader with great drive and high integrity. We expect Chris will have an immediate impact given his deep relationships with human resource and recruiting executives around the world. We are excited to have him be part of our growing team."

Chris said, "I'm thrilled to join the BranchOut team. Facebook is driving a major platform shift across many industries, including recruiting. BranchOut has proven they're the market leader and they've attracted some of the smartest money in the venture community. I'm excited to bring the power of the Facebook platform to recruiting in a safe, secure and private environment."

BranchOut has experienced rapid growth since it was launched in July 2010. In September, it raised \$6 million from Accel Partners, FLOODGATE, Norwest Venture Partners, and a dozen angel investors. In the first quarter of 2011 BranchOut's monthly active user count grew from 10,000 to 500,000.

### **About BranchOut**

Founded in July 2010 by CEO Rick Marini, BranchOut is the leading professional networking service on Facebook. BranchOut empowers users to create a professional presence on Facebook that is safe and easy to use. By leveraging Facebook's network of over 600 million users, BranchOut provides inside connections to jobs and sales leads that are not found anywhere else. With over 3 million job posts and 20,000 internship opportunities, BranchOut is an effective tool for job seeking, career networking, recruiting and sales leads.

Rick Marini has over a decade of experience in the consumer Internet space. Before BranchOut Marini founded SuperFan, a profitable social entertainment site that produced social games and Facebook apps. His first company, Tickle Inc., was one of the largest social media sites on the Internet with 200 million registered users. In 2004, Tickle was acquired by Monster Worldwide for over \$100 million.

[www.branchout.com](http://www.branchout.com)

###

Contact:

Mike Del Ponte

925.360.4149

[mike@branchout.com](mailto:mike@branchout.com)