

NEWS RELEASE



BlabberMouth PR Named Agency of Record for Apeer, All-In-One Group Collaboration and Communication Application

Austin, Texas (June 3, 2008) [BlabberMouth PR](#), the seriously fun public relations firm best known for delivering 100% senior-level representation, has been named agency of record by San Francisco-based [Apeer](#), the world's first all-in-one group communication and collaboration application for digital media. BlabberMouth PR will manage the public relations efforts surrounding Apeer's launch as well as a media and analyst outreach and social media campaign designed to increase the visibility and brand awareness of Apeer to business-to-business customer service industries.

Apeer is the first and only application that enables individuals to enter into a synchronous and instant multi-user, participatory exchange where all parties can simultaneously view photos, hear music, and see videos in real time over the internet – all in one window. It also provides conversational tools with built-in voice and chat.

"We sought a PR firm with solid experience and the ability to support the ambitious goals we set for ourselves," said Jon M. Bloodworth, Vice President, Apeer. "We're continually impressed by the depth of the media experience and creative thinking demonstrated by the BlabberMouth PR team, and I've no doubt they will be instrumental in the continued growth and development of Apeer."

Apeer previewed its Beta Version of Apeer Professional for PCs last month to creative, production, management and distribution media supply chain professionals and industry analysts at the Henry Stewart New York 2008 Digital Asset Management & Marketing Operations Symposium.

Of the new product, IT news site [internetnews.com](#) said Apeer "complements WebEx for collaboration" while [Financial Times](#) said "what distinguishes Apeer is that there are few other effective options for collaboration with video and music" and "Apeer is akin to Microsoft's NetMeeting / Windows Meeting Space on performance-enhancing drugs".

"Apeer is one of the most extraordinary business tools I've seen in a very long time," said Patti D. Hill, CEO / Founder, BlabberMouth PR. "It's an incredibly efficient and straightforward way to exchange and review images, audio, video and PDF files. Everyone who sees it, gets it and everyone who uses it provides feedback on the viability of the application for their own use. We're thrilled to be partnered with such a groundbreaking and innovative company."

The Apeer public relations campaign was developed and is being implemented by Hill.

About BlabberMouth PR

BlabberMouth PR, the seriously fun public relations firm, is celebrated for providing 100% senior-level representation to a range of industries, including advertising, consumer electronics, gaming, health and fitness, interior design, and music and entertainment, among others. Founded in 2001, BlabberMouth PR abandoned the traditional agency model in favor of an innovative version and entrepreneurial processes for developing strategies and campaigns, and implementing tactics to help their clients win in the marketplace. BlabberMouth PR – quirky name, serious public relations. For additional information, visit the BlabberMouth PR site at www.blabbermouthPR.com.

About Apeer

Apeer was founded in 2005 by digital media industry veterans Bob Goldstein, Paul Wensley and Jon Bloodworth who recognized significant limitations in the available options for exchanging and experiencing digital media over the internet. The founders leveraged their collective knowledge to identify the specific need for a common media player in a shared space that could handle multiple media formats, and the ability to integrate the exchange of media files simultaneously with multiple users between PC's and mobile devices. The original team is now expanding to support go-to-market efforts with operational, engineering and sales and marketing talent. For additional information about apeer, visit www.apeer.com.