



Jerry Shereshewsky Joins Grandparents.com as CEO *Former Yahoo! advertising and marketing executive to lead launch of premier online resource for a new generation of grandparents*

NEW YORK, July 26 -- Jerry Shereshewsky, one of Madison Avenue's most distinguished advertising and marketing executives, will join Grandparents.com as Chief Executive Officer as announced today by the company.

Mr. Shereshewsky previously served as Ambassador Plenipotentiary to Madison Avenue for Yahoo!, where he worked since 1998. During that time, he helped drive the business-to-business marketing efforts behind the company's worldwide media sales. Prior to that, Shereshewsky worked at Yoyodyne, where he helped the company grow into the Internet's largest direct marketing promotion company. The company was acquired by Yahoo! in 1998. A consummate marketer, Shereshewsky has also served as VP/Marketing & Special Products at Bertelsmann Music Group and an SVP at agencies Young & Rubicam, Burson-Marsteller and Wunderman.

"With 38 years of in-depth experience in all aspects of advertising and marketing, Jerry will drive the marriage of our media assets to the needs of our audience, advertisers and strategic partners," said Eric Weisman, Co-chairman of Grandparents.com. "He is incredibly passionate about the role of technology in enhancing the special bond between grandparents and grandchildren. With Jerry at the helm, we are excited about rolling out a grandparenting resource unlike anything that currently exists."

"This new generation of active grandparents – especially baby boomers – is expanding the definition of what it means to be a grandparent and looking for more than just advice on how to deal with getting older," said Mr. Shereshewsky. "Beyond the traditional 'spoil the grandchildren' role, this younger, more affluent and tech-savvy generation wants to pass experience, knowledge and values to the next generation. Grandparents.com is the first tool set of its kind and that is why joining as CEO was an exciting opportunity for me."

About Grandparents.com

Grandparents.com, launching in the fall of 2007, will be the premier online destination for a new generation of active grandparents who want fresh ways to interact, stay connected and strengthen family bonds. With an esteemed editorial staff, the site will offer content tailored exclusively for grandparents, including kid and grandparent-friendly activities, family travel ideas, compelling lifestyle features, expert advice, product reviews for toys and technology, gift ideas for all ages and much more. To facilitate deeper connections among grandparents, children and their parents, members have access to a range of safe online communications tools from blogs and forums to photo and video sharing. Grandparents.com is headquartered in New York City and owned by private investment firms Laser Partners and TWS Partners.