

 **FOURTHWALLMEDIA™ Executive Bios****Timothy Peters, Chief Executive Officer**

Tim's twenty years of experience in the Information Services arena brought him to FourthWall Media to build a team to bring innovative artificial intelligence software to the Advanced Advertising market.

In 1985, Tim founded the Information Express Company, which delivered localized search engines for Bell Yellow Pages companies. Then, in 1988 he founded his second company, Source Media, Inc, where he served as CEO, Chairman of the Board, and Director of Holdings from 1988 through 1999.

At Source Media, Information Services came to life in 1996 through Interactive Applications on television, telephone and PC. Source Media went public in 1996 and was listed on the NASDAQ. Liberate Technology realized the value of the Interactive TV software and acquired the technology in 1999. Tim retired as Chairman from Source Media, and then returned in 2001 as part of the FourthWall family. Now, as CEO of FourthWall Media, Tim has again nurtured a technological idea into the rapidly growing Advanced Advertising market.

Tim graduated with a Bachelor of Science from Eastern Illinois University, and received his MBA from the University of Denver.

**M. Ellen Dudar, Chief Product Officer, Co-Founder**

As Chief Product Officer and co-founder of FourthWall Media, Ellen Dudar leads a seasoned product team that has launched Emmy-nominated, new media products to millions of homes since 2003. Ellen's latest products include Ad Widgets® and TV Widgets®. Ad Widgets delivers targeted interactive advertising, measurement, and reporting to the 30-second spot through the latest EBIF and SCTE-130 industry specifications. TV Widgets is a portfolio of interactive programming that includes hundreds of individual widgets that drive viewer engagement, growth and revenue on TV.

Prior to founding FourthWall, Ellen worked as a technical manager in Oracle's System Performance Group, providing direction to critical accounts in the areas of system architecture design, database design, capacity planning, and performance management. Ellen also worked for Lockheed Martin as an application architect, and PRC Inc. as a software development manager on the International Space Station.

Ellen holds a B.A in computer science from the University of St. Thomas, with graduate studies in business administration at Rice University's Jesse H. Jones Graduate School of Management.

**Dr. Louis Slothouber, Chief Scientist, Co-Founder**

Louis has more than twenty-five years of experience in large-scale software development, focused on the integration of artificial intelligence technology into mainstream applications. Credited with over twenty US and international patents (pending), Louis is responsible for the research and development of new technologies for the company.

Before co-founding FourthWall Media, Louis was the computer scientist for StarNine Technologies, acquired by Quarterdeck Corp., where he worked on the leading edge of software design and development that evolved into the Web and e-commerce. Prior to this, Louis held a position as assistant professor of computer science at the University of Houston, where he investigated the synthesis of artificial intelligence and programming language compiler technologies. Louis holds a Ph.D. in computer science from the College of William and Mary, in Virginia.

**Dr. Aaron Ye, Chief Technology Officer**

With more than sixteen years experience in the area of broadband video and data networks, interactive television technologies, and real-time embedded system, Aaron is responsible for the overall technology vision of the company.

A veteran of the industry, Aaron has been involved in many aspects of interactive media and technology. Prior to joining FourthWall Media, Aaron co-founded a targeted Internet advertising portal company, where he led development of personalized targeting technology, a combination of a sophisticated back-end content management system and profiling scheme. Aaron was also Chief Architect for Americast/Disney TeleVentures, a joint venture of Disney, GTE, BellSouth, Ameritech, Southwestern Bell, and SNET. While there, he oversaw the design and architecture of a broadband digital video and data delivery platform over multiple carrier networks. Aaron was one of the original inventors of the interactive television technology known as Liberate Compact Platform (now TVWorks).

**J. Lamont Hall, Chief Financial Officer**

Monte Hall has over twenty years experience in senior financial roles with rapidly growing companies in the telecom and technology space, ranging in size from startup companies to publicly traded corporations. As Chief Financial Officer, Monte is responsible for the accounting, financial reporting, human resources, risk management, and legal functions for the company.

Prior to joining FourthWall Media, he was Chief Financial Officer of Teleglobe Business Solutions, a worldwide provider of commercial telecommunications, data and Internet services. Previously, he was VP-Controller of mobile accessory manufacturer Mobility Electronics, now known as iGo (NAS:IGOI). Earlier in his career, Monte was Vice President-Finance of wireless telecom hardware manufacturer Alliance Telecommunications, Inc. He is a certified public accountant and began his career with the Big Four public accounting firm of Ernst & Young. He holds a bachelor's degree in business administration from Texas A&M University.