



FOR IMMEDIATE RELEASE

Contact:
Kel Kelly
Kel & Partners
(781) 690-3213 (cell)
kel@kelandpartners.com
<http://kel.gather.com>

CARL ROSENDORF JOINS GATHER.COM AS PRESIDENT AND COO

Former SmartBargains President and CEO to Oversee Content, Sales and Marketing

BOSTON, MASS., Dec. 12, 2005 – Gather.com™, the place to share and find the best user-generated content online, today announced that Carl Rosendorf has joined the company as its president and chief operating officer. In his new role, Rosendorf will be responsible for marketing, advertising sales, content development, editorial, and public relations. Prior to joining Gather.com, Rosendorf was president and chief executive officer at SmartBargains, a top fifty ecommerce site. Earlier in his career, he served as executive vice president at Barnes & Noble.com.

“With two exceptional consumer internet success stories under his belt, Carl is a rare find,” said Tom Gerace (tom.gather.com), Gather.com’s founder and CEO. “His experience and previous successes bring credibility and strength to Gather.com. We will benefit immensely from his contribution.”

As the president and chief executive officer at SmartBargains, Rosendorf grew the leading online, off-priced retailer from \$3 million in revenue in 2001 to \$76 million within 12 months. This impressive growth happened at a time following the burst of the internet bubble, when many internet companies were rapidly declining. While at Barnes & Noble.com, Rosendorf was responsible for transforming the Barnes & Noble brand from a

brick and mortar company to a multi-channel retailer. As a result of his efforts, Rosendorf was named by AdAge Magazine to their list of the Internet's Digital Masters.

“Gather.com is spear-heading the change from the old media model to a new one and is poised to become a great internet-based brand,” said Rosendorf (carl.gather.com). “To be an integral part of the team that will change the way people around the world share and consume information is the opportunity of a lifetime.”

It has been widely reported that the old media business model is in decline. Prior to Gather.com, user-driven media did not have a clearly articulated business model. The best writers online had difficulty acquiring a significant audience, demonstrating credibility to that audience, and monetizing that audience. Gather.com brings an established audience to today's writers. Gather.com's community ratings establish credibility for them. Gather.com's integrated advertising and rewards systems compensate writers, based on the quality and popularity of their work.

Membership on Gather.com is free. To become a member of Gather.com, or for more information on the company, visit www.gather.com.

About Gather

Gather.com (www.gather.com) is the place to share and find the best user-generated content online. Gather.com members are rewarded for their participation with Gather Points™, or even cash for top contributors. Gather.com is led by an all-star team of industry veterans with extensive experience in building highly successful, Internet-based companies and creating relevant content. The Gather.com site was named the winner of the Media/Portal category in the Massachusetts Innovation & Technology Exchange (MITX), 2005 annual awards – the largest awards competition in the country that recognizes achievements in the development and implementation of interactive technologies. Gather.com is a privately held, privately funded company headquartered in Boston, Massachusetts.

For more information, visit www.gather.com or call (617) 720-4000, x1010.

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