

# Zivity Appoints Jordan Ritter as Chief Technical Officer

*Napster and Cloudmark Co-Founder and former CTO of Columbia Music Brings Technical Expertise and Digital Entertainment Experience to Fast Growing Social Network*

**SAN FRANCISCO - May 5, 2008** - Zivity, a company creating a new category of subscription-based social networking for the 18 and over market, today announced that it has named Jordan Ritter to serve as Chief Technical Officer. As CTO, Ritter will lead the engineering staff and manage all technical operations of the company.

Ritter has an extensive background in architecting secure and scalable Internet services and has helped create some of the Internet's most popular software. In 1999, he co-founded music-sharing service Napster, developing the original Napster technology alongside Shawn Fanning. In 2001, Jordan founded Cloudmark, where he led the development of email security system SpamNet with Zivity investor Vipul Ved Prakash. Most recently, Ritter served as CTO of Columbia Music Entertainment where he spearheaded radical change to cope with the rising prevalence of digital music.

"While searching for Zivity's CTO, we were committed to finding both a proven technologist as well as a thought leader in the world of digital entertainment," said Jeffrey Wescott, Zivity's CEO. "Jordan is the perfect match. His track-record for building cohesive technology teams and his extensive experience with the challenges of digital media make him an invaluable addition to the team."

"I'm very excited to help create what I believe will be a major new media outlet," said Ritter. "I have long believed in bringing artists closer to their fans. Zivity accomplishes this by simplifying the artist-fan economic relationship and connecting them directly to one another. This is going to be an exciting journey for the team and an even more exciting journey for Zivity members and content contributors."

## **About Zivity**

Zivity, a San Francisco start-up founded in 2007, provides subscription-based entertainment and social networking for an 18 and over audience. Zivity's initial focus is a community-powered showcase of professional-quality photography promoting female beauty and expression. For more information, visit <http://zivity.com>.