



## Whoop Does Facebook

ATLANTA – January 5, 2009 – To engage with its subscribers and growing global fan base, Whoop unveiled its fan page on Facebook this week. Home of the world famous, ever-charming, totally unique Whoop Dog, the Whoop Facebook page will be one of the many interactive platforms Whoop will use to connect with its subscribers.

“Social mediums enable brands like Whoop the opportunity to reach a broad cross section of digitally astute individuals,” said Andrew Dod, senior vice president of marketing for Whoop. “Aside from collecting feedback from users, we intend to keep the content light, fun, interactive and completely engaging.”

2009 will be the year of “Whoop the Dog.”

**About Whoop.** Delivered via a Web-based platform, Whoop makes it easy for everyone to create, publish and share text, mobile content or rich media to virtually every mobile device. Customers include large and mid-tier companies, publishers, ad agencies, PR firms, interactive studios and direct marketing agencies. Whoop has operations in the U.S., Europe and South America. For more information, call +1-877-88Whoop or visit [www.whoopmobile.com](http://www.whoopmobile.com).