



Tull N. Gearreald Joins Whoop Board

ATLANTA – October 21, 2008 – Whoop, Inc. announced today the addition of Tull N. Gearreald as a member of the Whoop board of directors. Mr. Gearreald is the chairman, president and CEO of Just Care, Inc.

“When I was presented with the opportunity to work with Mark Morel and his management team again, I could not pass it up,” said Gearreald. “Based on my review of Whoop’s plan, technology, business model and management team, I can tell that Whoop is poised to capture a significant share of the burgeoning mobile market.”

“Great directors bring broad experience, wise counsel and penetrating questions to the leadership table, and Tull brings all of these aspects to Whoop,” said Whoop’s chairman and CEO, Mark Morel. “Our experience working together in other ventures has generated a great deal of value for shareholders and customers.”

In addition to his role at Just Care, a private medical prison firm started with Morel in 1997, Mr. Gearreald was the past chairman of Procuri, a strategic sourcing company which earlier this year was sold to Ariba for more than \$100 Million. Prior to Just Care, he served as president and CEO of KinderCare Learning Centers, Inc. Mr. Gearreald’s financial experience includes his co-founding of the Lodestar Group, an investment banking firm and seven years as Managing Director in the Mergers and Acquisitions Group at Merrill Lynch & Co. Mr. Gearreald received an AB degree from Yale University and an MBA degree, with distinction, from Harvard University.

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