

COVEROO

COVEROO BRINGS ON BOONE AS CEO & TOMASSI AS HEAD OF MARKETING

San Francisco, CA, August 7, 2014 – Coveroo, Inc., a leader in the customization and personalization sector, announced that two industry veterans have filled top positions with the on-demand product-printing specialist. Christopher Boone has been named new CEO, and Peter Tomassi has been named Head of Marketing & Product.

Boone and Tomassi will work to expand Coveroo as a platform for customization that lets major brands and their customers create unique products using the company's patented printing and distribution technologies. In addition, they will forge new partnerships in licensing, manufacturing and distribution. All dissemination and manufacturing will remain in the United States.

The former President & CEO of mobile payments company Cimbali, Inc., Boone was also the top executive at Visuvi, an image search engine, and before that CEO of the desktop virtualization software company, AppCentral. He began his career with JPMorgan in investment banking and derivative trading. Boone holds over a dozen patents in mobile payment, authentication, virtualization and distributed networks. He earned his B.S. from the University of Notre Dame.

"We continue to expand relationships with major sports brands like MLB, NHL and NBA," explained CEO Boone. "And we are now supporting corporate entities in entertainment, fashion, design and culture to bring new technology into their constantly-evolving brands. Because the brand market is expanding at a rapid pace, I'm excited to help further this trend." Boone will work with clients to empower their fans and customers with licensed assets to "explore personal expression on lifestyle accessories."

Tomassi, who joined the company last fall, was most recently SVP of Product and Marketing at the global independent art marketplace Redbubble. Previously, he held product and marketing positions with EducationDynamics and led the creative and product development teams at Looksmart as Executive Producer and Editor-in-Chief. At Reader's Digest, Tomassi developed and launched a variety of interactive media products and online communities, spearheading the company's foray into new media. He earned a B.A. and an M.F.A. from Columbia University.

For more, contact Richard Laermer at RLM PR, 212-741-5106 X 225 or coveroo@RLMpr.com.

About Coveroo

Coveroo is the best way to design and create customized products online. Coveroo inspires people to design personalized, one-of-a-kind products that align messaging with imagination. The company's patented customization platform lets users build a closer affinity with the world's biggest brands, such as NCAA, Major League Baseball, National Hockey League and DC Comics. Dedicated to product quality and self-expression, Coveroo was founded in San Francisco in 2008. For more information, log on to Coveroo.com.

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