



## **Coveroo and Boostable Partner to Bring Premium Marketing Tools to Coveroo's Crowd-Sourced Commerce Platform**

San Francisco, CA, February 25, 2015 - Coveroo, Inc. today announced that it plans to utilize Boostable's cooperative digital advertising solution to power the premium marketing tools available to sellers who use Coveroo's CrowdX marketplace, a crowd-sourced ecommerce platform.

Unlike existing crowd-sourcing platforms, CrowdX enables sellers to upload their own designs or create fan-art using the licensed trademarks and images from brands such as Major League Baseball and a range of colleges and universities. Once a campaign reaches its goal, the products get produced and distributed to purchasers, while sellers are compensated based on product type, campaign volume and other factors. In addition, the platform provides brands with a high level of transparency into the products being produced and enables them to set sophisticated controls to ensure the integrity of their marks, including fonts, colors, language and positioning. CrowdX launches later this month at <http://crowd.coveroo.com> and will include the Boostable platform shortly thereafter.

"Boostable is a revolutionary platform because it enables our sellers and fans to cost-effectively launch high performing campaigns in a way they never before could," said Peter Tomassi, head of marketing and product development for CrowdX. "Because of our relationship with the brands, teams and artists that consumers are looking for, we believe CrowdX combined with Boostable will provide independent sellers, non-profit groups, players, artists and other organizations the leverage with which to build material online businesses."

"We're thrilled to offer digital advertising as a service to help CrowdX merchants increase demand for their custom fan-sourced products," according to Alex Chang, CEO and co-founder. "Boostable's cooperative digital advertising solution will soon be integrated with the CrowdX platform, allowing merchants to take advantage of high-performing advertising tools in a few simple steps."

### **About Coveroo**

Coveroo is the best way to design, buy and sell 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 log on to [Coveroo.com](http://Coveroo.com).

For more information, contact [press@coveroo.com](mailto:press@coveroo.com).

### **About Boostable**

Boostable provides a cooperative digital advertising solution that enables ecommerce marketplaces, retailers and platforms to offer digital advertising as a service. Boostable offers a revolutionary model

where costs, data and resources are strategically shared between companies to efficiently power high-performing digital ad campaigns. Boostable's leadership team hails from some of the industry's most well-respected digital advertising organizations including Amazon, Facebook, MediaMath, Turn and Merkle. Boostable is funded by leading investors such as Y Combinator, SV Angel, 500 Startups, Omidyar Network, and Morado Ventures. For more information visit [www.boostable.com](http://www.boostable.com).