

# Tech Coast Angels Fast Tracks Investment in Masher Media, New Online Virtual World for Children

Cites Exceptional Executive Team and Market Opportunity  
IRVINE, Calif.--(Business Wire)--

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Tech Coast Angels (TCA), the nation's largest angel investment network, today announced it has fast tracked its investment in Masher Media, Inc., developers of a unique, new virtual world for children called [www.MyMiniPeeps.com](http://www.MyMiniPeeps.com) that will give kids ages 6 to 13 an online experience as exciting as a video game but with more social networking, multiplayer, and complete and enriching real-world content. "Even in this difficult economy, Masher Media is a good example of how a great new company with an exceptional market opportunity can get investment money and get it fast," said Richard Sudek, president of TCA. Masher Media made its first presentation to TCA on July 1 and received notice of its investment of \$300,000 on July 31. Due to the level of interest, this round will be held open for a total of \$500,000 of investment in the next month.

According to Luis Villalobos, founder of TCA, "As investors, first and foremost we bet on people, and Sherry Gunther, the founder and creative genius behind Masher Media is one of the most accomplished people in her industry. Moreover, Masher Media has a terrific concept in a fast-growing market. This was an easy investment decision."

CEO Sherry Gunther has over 20 years' experience in the entertainment industry producing such animated hits as The Simpsons, Rugrats, Family Guy, PowerPuff Girls, and many others. She's won two Emmy Awards, a Cable Ace Award and many more. She's also the creator of ZooKazoo.com, a revolutionary social networking website for children, so she and her team bring extensive experience in the online world as well.

The children's virtual world business reached \$1.2B in revenues in 2008 and the user base is expected to grow from 186M in June 2009 to 640M by 2015. The virtual world, [www.MyMiniPeeps.com](http://www.MyMiniPeeps.com), literally leapfrogs the current children's online experience, providing a new level of sophisticated, MMORPG, social, full-immersive content, 3D graphics and an interactive world that allows children to role play, become involved in communities, enjoy multiplayer gaming experience, customize worlds, generate content and generally be empowered for real-world interaction. The site is also secure and parent authorized.

Sherry Gunther, CEO, Masher Media, stated, "The kids' online space is at such an exciting stage with the audience becoming more sophisticated and technology allowing us to reach creative goals never possible before. There's a real opportunity for us, the content drivers, and our young users to innovate together to shape a new online experience."

Additional information on Masher Media is available at [www.mashermedia.com](http://www.mashermedia.com).

About Tech Coast Angels

Tech Coast Angels, [www.techcoastangels.com](http://www.techcoastangels.com), is the largest angel investor group in the United States. Its members provide funding and guidance to more early-stage, high-growth companies in Southern California than any other investment group. TCA members invest in companies in a wide range of industries including the life sciences, biotech, IT, services, retail, Internet, financial software, media, consumer products and tech startups. TCA members give companies more than just capital; they also provide counsel, mentoring and access to an extensive network of potential investors, customers, strategic partners and management talent. TCA has more than 250 members, including its venture capital affiliates, in five networks in Los Angeles, Orange County, San Diego, Westlake/Santa Barbara and the Inland Empire. More information on investment with Tech Coast Angels can be found at [www.techcoastangels.com](http://www.techcoastangels.com) or at [twitter.com/techcoastangels](https://twitter.com/techcoastangels).

Strategies

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