

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

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Cites Exceptional Executive Team and Market Opportunity



IRVINE, Calif.--([BUSINESS WIRE](#))--[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 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, literally leapfrogs the current *children's online experience*, providing a new level of sophisticated, **MMORPG**, *social, fully immersive content, 3D graphics and an interactive world* that allows children to role play, become involved in communities, enjoy multiplayer gaming experiences, 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.

About Tech Coast Angels

Tech Coast Angels, 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 lifesciences, 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 or at twitter.com/techcoastangels.