



# Danoo Announces New Chief Executive Officer

Digital Location-Based Media Company Taps McGuire to Spearhead Aggressive Growth Phase

SAN FRANCISCO--([BUSINESS WIRE](#))--[Danoo](#), a leader in digital location-based media, announced today that Garry McGuire, Jr. has been named Chief Executive Officer and a member of the board of directors. McGuire joins the company effective immediately and will focus on developing its audience networks, growing the business in strategic high-value markets, and integrating IdeaCast following the acquisition earlier this month.

"I am excited to be joining the teams at Danoo and IdeaCast at a time when the advertising and media industries are in a period of such great change," said McGuire. "Advertisers are demanding innovative, results-based products centered on their target consumer. The Danoo and IdeaCast products are unique in their ability to reach these consumers at times when they are receptive to offers and brand messages."

Founding CEO Aileen Lee, a partner at Kleiner Perkins Caufield & Byers, will become the chair of the company's board and return to her role at the venture capital firm.

"In the last year, Danoo has built some of the most attractive inventory and advanced technology platforms in one of the fastest growing areas of the media world," said Lee. "Our strong financial position and backing from National CineMedia and Kleiner Perkins put Danoo and IdeaCast in a phenomenal position to accelerate this growth. Garry's passion for the business and his extensive background in building and consolidating media businesses makes him the ideal person to lead the company down this exciting path."

McGuire has 15 years of advertising, marketing and general business experience on the client-side as a chief marketing officer and on the agency-side of the business as president of several domestic and international advertising agencies. Most recently, McGuire was the chairman of Icon Internet Ventures, which owns and publishes websites that aggregate target audiences.

Danoo is one of the fastest growing digital location-based media networks, delivering relevant messages and targeted advertising in major metro areas nationwide. The company delivers Nielsen-measured cable television to health club users and airline travelers through its IdeaCast Captive TV platform. In addition, it provides targeted digital media to urban professionals in coffeehouses, cafes and airports in top markets through its Danoo Digital Media platform.

## **About Danoo**

Danoo is a leading digital location-based media company that delivers relevant media to highly desirable audiences when and where they are deeply engaged. The company provides cable television to health club users and airline travelers nationwide through its IdeaCast Captive TV platform and highly targeted and interactive media to urban professionals in top markets through its Danoo Digital Media platform. Leveraging the power of its content, digital and mobile technologies, Danoo screens enable deep connections between advertisers and their target consumers when and where they are most relevant.

Danoo was founded in 2006 with the vision of helping people better connect with the world around them by revolutionizing the way people experience media away from home. Danoo is backed by Kleiner Perkins Caufield & Byers, a leading venture capital firm, and National CineMedia, the leading cinema advertising company, and is led by a management team of industry veterans from a variety of successful media, technology, and consumer goods companies. For more information, please visit [www.danoo.com](http://www.danoo.com).