



PRESS RELEASE

CoolHotNot Launches New and Innovative Consumer Electronics Website Offering Expert Rankings and Mini-Reviews

Leverages the most trusted names in consumer technology to provide expert ratings and advice

Las Vegas, Nevada: 5 January, 2011 – A new website designed to aid everyone in easily discovering which digital products are used and loved, new and wanted, or just plain letdowns, launched today at www.CoolHotNot.com.

This groundbreaking site features the Loved, Wanted, and Letdown lists of the CoolHotNot Tech Xperts Team™, a renowned group of world-class consumer technology analysts, columnists, broadcasters, and bloggers, and then combines their product ratings and mini-reviews using a proprietary scoring mechanism to develop a ranked list that accurately reflects their combined opinions.

The CoolHotNot Tech Xperts™ team consists of some of the most trusted names in technology – namely: John C. Dvorak, Robin Raskin, Steve Bass, Chris Pirillo, Dave Whittle, Jim Louderback, Dave Graveline, and Cheryl Currid. All are widely recognized, influential and respected writers, authors, personalities, columnists, consultants, and speakers who have contributed over the years, on an individual basis, to many major technology and consumer electronics magazines and web sites – including the

annual Consumer Electronics Show (CES) where the site will launch.

The website, the brainchild of veteran technology pioneer and Internet expert Dave Whittle, offers the elegant simplicity of highly credible lists of suggested products, web sites, and service offerings, combined with the mini-reviews of the Tech Xperts, based on the wisdom of an experienced crowd. At the site, you'll find informed suggestions and commentary on everything from digital cameras, smart phones, and tablets to computers, software, and web sites – bringing clarity and relief to the confoundingly complex world of consumer products.

The key goal of CoolHotNot is to allow visitors to discover what's Cool (loved), Hot (wanted) and Not (a big letdown) in digital technology. As an added benefit, visitors can take advantage of CoolHotNot's Featured Giveaway program, where they can enter to win products that have been highly rated by the Tech Xperts™.

Site visitors can join the CoolHotNot Community and enter to win one of the same leading-edge products that the Tech Xperts™ have identified as a favorite, recommended product on their combined Loved List. During CES, the Featured Favorites of the Tech Xperts, that will be given away to lucky winners include the Magellan 9055 GPS system, the BlueAnt T1 Bluetooth Headset, and muvee Reveal 8 (the easy-enough-for anyone slideshow / music video production and DVD burning software).

“So many of us are overwhelmed with the dizzying array of consumer electronic choices that I'm thrilled to have the support of our Tech Xperts Team to help make buying decisions simpler for everyone, no matter where you are on the tech-savvy scale.” said Whittle. “Through CoolHotNot.com, we all have a chance to discover cool and hot products and stuff to avoid and thus make purchases with greater confidence than ever before. We look

forward to helping consumers find quality offerings from vendors, and also to helping the providers of quality offerings find the attention they deserve from buyers. Think of us as digital world matchmakers.”

About CoolHotNot Corporation

Established in December of 2008, CoolHotNot Corporation is a Web 2.0 startup that is striving to meet the growing demand in consumer electronics for simple but trustworthy buying advice and credible product rankings. The company provides consumers with credible recommendations from leading technology experts; and vendors of qualifying digital products with the attention their quality products deserve.

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