



MARIS CALLAHAN
Public Relations & Marketing

HIGHLIGHTS

BUSINESS & TECHNOLOGY
EXPERIENCE

“Maris Callahan is one of the brightest people I have ever worked with in my time at Canon U.S.A. She brings a tremendous amount of passion to her work and is extremely dedicated. She also has an unparalleled ability to identify trends in a variety of industries which helped bring awareness to the Canon brand. Whether its garnering placements in top-tier consumer and trade publications or being the lead on organizing and executing events for product launches, Maris was my go-to person on a regular basis.”

-Kevin McCarthy, Marketing Supervisor, Canon USA

tradeMONSTER™



Dash

Rotary



Canon
CANON U.S.A., INC.

cricket
wireless

DISCOVER
FINANCIAL SERVICES

“We are so pleased with work Maris and her team did for Women Driving Excellence. We have been acquainted through social media for several years and we wanted to work with her because not only does she have great contacts and relationships with editors, but she’s a pleasure to work with, too!”

-MJ Tam, co-founder, Women Driving Excellence

Case Study

LAUNCHING THE PAY WITH DASH APP IN CHICAGO



The Background: In September 2014, Pay with Dash, a mobile payment app for restaurants, called me to manage the publicity and marketing surrounding their Chicago launch. For a four-month period, I worked directly with the Dash founders and marketing manager as well as their New York based agency, LFB, to plan and promote the company's exciting milestone.

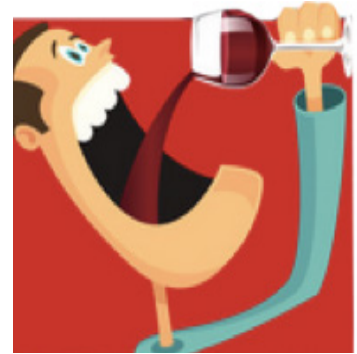
The Story: Dash is a new iPhone app that revamps the restaurant payment process, allowing groups of friends to pay for restaurant bills and bar tabs seamlessly. I wrote a detailed strategy (see Appendix) for the rollout to Chicago media, with a key emphasize on the fact that not only would we promote the news of Dash's entry to Chicago, its second city of operation, but we would promote the overall lifestyle of the average Dash user: Busy, gadget-savvy, on-the-go, social, dining enthusiasts, and early adopters of technology (see Appendix A for sample media strategy).

[**Read the launch announcement press release on PR Newswire.**](#)

With a focus on online media (to drive acquisition and downloads) we invited reporters, editors, and bloggers to "Dine and Dash" at partner restaurants so that they could experience using the app to pay for meals and split checks. I also supplied press with a number of lifestyle and business angles, all of which were tailored to the individual outlet surrounding the increasing reliance on mobile payments and "the newest way to pay" at Chicago restaurants.



Eat, Drink, Dash, Repeat: When I learned through outreach for another client (Bonfire Wines) that a local blog, **Binge Magazine** (run by US Weekly writer Jessica Vacco) would host a “Wine Week” promotion, I pitched a partnership where Dash would provide a special offer to all readers who took the quiz (which the editor titled: **Which Celebrity Would You Share Bottle of Wine With?**) The result was acquisition of more than 1,000 new Dash users and ongoing relationship with an influential media contact. Two client placements for the “price” of one!



When I learned through outreach for another client (Bonfire Wines) that a local blog, Binge Magazine (run by US Weekly writer Jessica Vacco) would host a “Wine Week” promotion, I pitched a partnership where Dash would provide a special offer to all readers who took the quiz (which the editor titled: Which Celebrity Would You Share Bottle of Wine With?) The result was acquisition of more than 1,000 new Dash users and ongoing relationship with an influential media contact. Two client placements for the “price” of one!

Idea! When I noticed that Dash’s launch date coincided with the closing of the famed Hot Doug’s aka the “encased meats emporium” I suggested that we mobilize a street team to hand out “Dash Cash” vouchers to the throngs of patrons waiting in line for their farewell foie gras topped sausages. For several days, we tapped into a food-obsessed audience and leveraged this existing current event to make Dash more relevant and increase visibility.

In addition to our public relations work, to help Dash interact with key influencers in Chicago I also created private Twitter lists containing bloggers, restaurant, and technology industry influencers, local authors and lifestyle experts, local movers and shakers in the startup/venture capital scene lifestyle scene. This helped us integrate our media messaging with social media efforts to set the company up for a seamless online marketing success.

The Results: We secured coverage in nearly all of our target media outlets, including an exclusive with Crain’s and a front-page business story in the Chicago Tribune’s Blue Sky Innovation section. Co-Founder/CEO Jeff MacGregor said: “We’re super appreciative of the work [Maris Callahan] did for us in Chicago around the launch and are very happy with the results. Thanks for all of the ongoing support over the past few months and succeeding in keeping Dash top of mind.”

MEDIA OUTLETS

MICHIGAN AVENUE



PureWow.



ZAGAT

Forbes

EATER

Chicagoinno

TNW



BINGE MAGAZINE™

CRAIN'S
CHICAGO BUSINESS.

Daily Herald

Chicago Tribune

PASSPORT

built in chicago

mobile
paymentstoday

Case Study

MAINTAINING ONGOING MEDIA BUZZ FOR CANON USA'S CONSUMER PRODUCTS DIVISION

Canon

CANON U.S.A., INC.

The Background: For 2 1/2 years, I was the lead publicist and primary media contact for Canon USA (CIG - Consumer Imaging Group, which included camcorders, digital cameras and printers).

We launched the company's first compact photo printer (SELPHY series) as well as the noted 5D Mark II camera, one of the first to shoot in HD video, and held quarterly media briefings surrounding new product announcements and industry trade shows.

The Story: While the photography and trade press was excited to review the new product, my team also helped leverage celebrity sponsorships and lifestyle story angles to market the stylish gadgets to readers of women's interest magazines, websites, and blogs.

The Results: Working together with my team, I maintained a consistent beat of several dozen monthly consumer media placements in outlets including The TODAY Show, Good Morning America, CBS Morning News, Fox & Friends, *The New York Times*, *USA Today*, *Washington Post*, *Good Housekeeping*, *SELF*, *Shape*, iVillage.com, BlogHer.com, SheKnows.com and many more. Following are some sample media placements secured as a result of my outreach and relationships with technology, business and lifestyle media.

MEDIA OUTLETS

The New York Times

SHAPE

Better Homes and Gardens

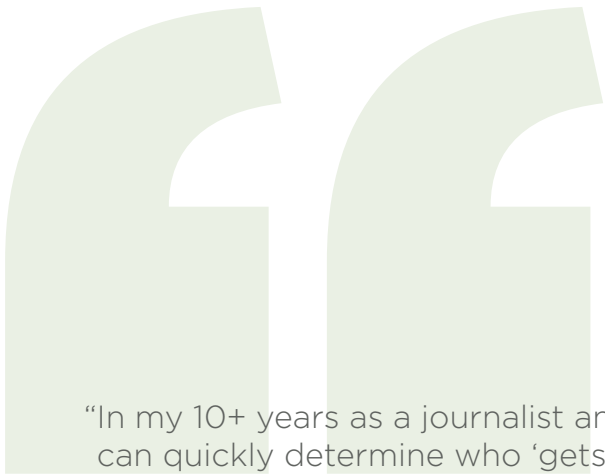


techshout™



SHAPE

LIFESTYLE
EXPERIENCE



“In my 10+ years as a journalist and writer, I have dealt with many PR people and can quickly determine who ‘gets it’ and who doesn’t. Maris is a consummate professional who really understands the importance of developing relationships with the journalists she works with. Whenever I get a pitch from her, my answer is a quick ‘yes!’”

-Sarah Caron, freelance writer
(SheKnows.com, NBC/iVillage.com)

Reynolds Kitchens

bonfire
WINES™



Le Diner en Blanc
Chicago



Gär
sweets

Mazola

madhava
NATURALLY SWEET

CORY VINES

miracleblanket.
the gift of sleep

SH
STACHE & HYDE
CHICAGO



“I have had the fortunate opportunity to work with Maris Callahan on the annual Chicago in White event. She displayed a true sense of professionalism and her relationships with media contacts have proven to be a valuable asset to her work. It is my pleasure to highly recommend the outstanding public relations services of Maris Callahan.”

-Sami Ari, 2013 Media Director, Chicago in White
(local version of the national “Diner en Blanc” event)



Case Study

HELPING A SMALL SUBURBAN BAKERY CAPITALIZE ON THE SWEEPING #CRONUTCRAZE CRONUT® TREND



The Background: In June 2013 the Cronut® pastry became all the rage when a New York pastry chef began selling a croissant-doughnut hybrid. Noticing that they were flying off shelves at bakeries on the East coast, Chicago pastry chef Rubina Hafeez of Gur Sweets Bakery in Elmhurst, IL began to create her own version of the much-coveted pastry, dubbed the Gurnut.



As Gur Sweets' public relations agency of record, I developed a strategy to put the young business "on the map." The Cronut® pastry had not yet been replicated in the greater Chicago area when Hafeez crafted her original recipe in nearly a dozen flavors.

The Story: Hundreds of media outlets nationwide engaged in conversations on and offline about the elusive pastry that New Yorkers waited online for hours to purchase. We introduced the "Gurnut" to Chicago area media with two primary traditional media tactics: writing and distributing a press release to local food, dining and retail media contacts and also, conducting pre-launch press tastings and product drops to Chicago's most influential tastemakers.

I leveraged social media by teasing photos of and information about the pastry and using the #cronutcraze hash tag, among others, to monitor social networks for conversations about the much-coveted hybrid treat.

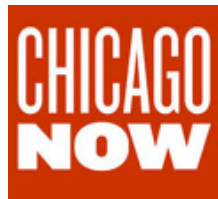
The Results: Our efforts garnered coverage in nearly every single media outlet in Chicago, including an interview with Hafeez in the Chicago Reader the day of the announcement and a four-minute segment on ABC, the top network affiliate in the Chicago market. All but one local television station covered the launch of the Cronut®-like pastry and every major print publication in Chicago mentioned Gur Sweets Bakery.

My team and I continued to pitch and follow-up with media as Cronut® imposters began to populate Chicago bakeries, resulting in over a million local media impressions and even national placements on Eater.com and in a segment on Good Morning America.

As word spread, foot traffic to the suburban store increased, with eager pastry devotees driving in from Illinois' bordering states to sample the pastry. The Gurnut sold out daily and Hafeez began to receive advance orders by the dozen.

Hafeez said: "Maris Callahan did a great job of creating buzz surrounding the launch of the Gurnut. Momentum has really picked up and the coverage is awesome."

MEDIA OUTLETS



Case Study

CREATING BLOGGER BUZZ FOR MADHAVA NATURAL SWEETENERS



The Background: Madhava Natural Sweeteners, a Colorado-based natural sweetener producer, my client asked my team for a campaign that would achieve the following goals:

- Secure guaranteed media during the holiday season
- Drive traffic to the company's newly designed website
- Build content for the new "Recipes" page. **The catch:** they did not have a budget to hire a professional recipe tester or photographer.



The Story: Working with my team, I developed and implemented an online marketing campaign called "Healthier Holidays with Madhava." The program included a social media contest, a Tasting Table media buy ([here](#)) and blogger engagement.

Blogger Buzz: We invited 18 select bloggers to create a holiday recipe using a Madhava product, write about how they make their holiday celebrations healthier and include several photographs of the product and their recipe. We compensated the bloggers for the use of their content and asked that they clearly label each post as an advertorial, in compliance with FTC regulations. Rather than picking bloggers with the highest traffic numbers, we picked bloggers with loyal and consistent readers - quality over quantity!

The Results: As a social-based campaign, Healthier Holidays went above and beyond in creating growth across all of the Madhava social platforms (Facebook, Twitter, Pinterest, and Instagram). Here are a few at-a-glance highlights:

- We had a grand total of over 2,000 entries, the most popular contest yet for the brand.
- Pinterest followers jumped from 498 to 1,667
- Facebook reached over 20,000 fans and is growing fast
- Instagram followers went from 228 to 467

- Twitter followers went from 1,182 to over 1,800
- The blogger campaign generated 1.1 million targeted impressions in under six weeks.
- The campaign CPM, or cost per thousand impressions, was \$4.31 (1000 impressions/people reached for every \$4.31).

Robin Koiro a senior brand manager at, Madhava said: “We couldn’t be happier with the work Maris has done for us over the past two years. We’re thrilled with the results, especially from the creative blogger relations programs that Maris and her team developed and ran with.”



Case Study

KEEPING CORY VINES ON THE HOLIDAY GIFT GUIDE RADAR

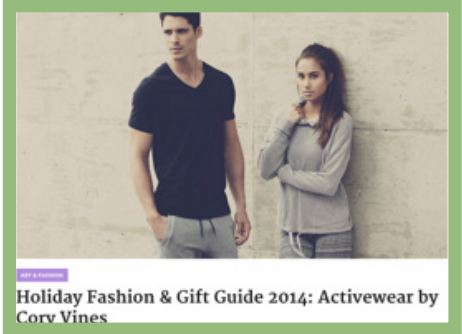
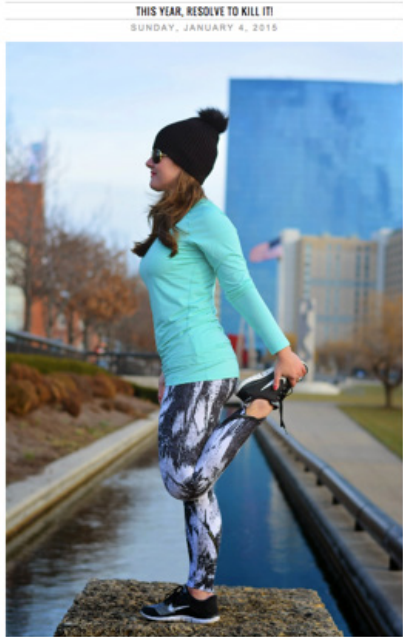


CORY VINES

The Background: 24-year old entrepreneur Daniel Lieberman called me for public relations support surrounding his growing active wear company in November of 2014. Daniel realized that while he was not ready to invest in a long-term public relations strategy, he was missing out on the valuable opportunity to be included in holiday gift guides. I told him that most of the “long lead” gift guides would be closed, but where we could still generate lasting and high impact engagement was among bloggers.

The Story: Working quickly, I identified fashion, fitness and lifestyle blogs that fit the Cory Vines brand and aesthetic, two factors very important to this client. Because we had a short two months to generate results, it was important that our pitches be succinct and to the point (Appendix B). Our outreach to bloggers even led to a placement on the front homepage of AOL.com.

The Results: Our efforts generated more than 14.8 million media impressions and a campaign CPM of \$0.20. When we concluded the project, founder and CEO Daniel Lieberman said: “on behalf of the Cory Vines team, I want to thank you for your strategic guidance and help with public relations efforts during the holiday season. It was exactly what we needed and wanted for the 2 month engagement.”



ADDITIONAL EXPERIENCE

In Good Taste: One of my passions is writing and my blog, [In Good Taste](#), has become a popular destination for young professionals looking for ideas about cooking, lifestyle and entertaining.

Producers from WGN, WCIU, CBS, ABC and NBC often call on me as a “lifestyle expert” because they know that not only will I deliver excellent segment ideas and story angles, but will be a poised and articulate television personality.

[Backyard Barbecue Idea: Ice Cream Sundae Bar](#)
[New Year’s Eve Party Tips](#)
[Holiday Party Themes](#)

PR Blogging: As an active blogger, I also comment regularly on industry events and trends, such as 2014’s **[“Oscar Selfie,”](#)** the **[rise of the relationship between blogger and brand and how to sustain traditional PR buzz.](#)** Yes, I spend a lot of quality time with my laptop!

Professional Women’s Club of Chicago: I am always looking for new opportunities to connect with smart and innovative people. For the past two years, I have been a member of the Professional Women’s Club of Chicago, a local organization that creates opportunities for women to network, connect and inspire one another.

As a member of the PWCC communications committee, I’ve helped the organization establish its first set of social media guidelines and operating processes and help create content and messaging for the social media channels. I also “live tweet” the monthly speaker luncheons, which have included presentations from Dorri McWhorter, CEO of YWCA, and Justine Fedak, Senior Vice President of Brand and Advertising of BMO Harris Bank.



REFERENCES

KELLEY LONG
PRESIDENT
PROFESSIONAL WOMEN'S CLUB CHICAGO

Kelley and I have been acquainted for four years and have collaborated on several public relations and social media projects.

Contact information: kclmoneycoach@gmail.com or 312-720-1905.

STEPHANIE KROL
PUBLICIST
SKPR

Stephanie and I have been acquainted for six years and have hired each other to team up on several clients, including Madhava Natural Sweeteners, Women Driving Excellence and many more.

Contact information: stephanie@skprmedia.com or 773-580-9726

KEVIN MCCARTHY
MARKETING SUPERVISOR
CANON USA

Kevin and I have been acquainted for eight years and was my client contact during the two and a half years I worked on Canon's public relations team. We remain in contact regularly about industry happenings, events and networking.

Contact information: kmccarthy@cusa.canonusa.com or 631-330-5950

Additional References are available upon request.

APPENDIX



PAY WITH DASH

Dash Chicago Market Media Strategy September 10, 2014

Phase I: Pre-Launch Media Outreach:

Beginning on Monday, September 15, we will reach out to select Chicago media to offer them exclusive, pre-launch feature stories about Dash. We will target two print/online publications for potential exclusives, one with a more business-focused story and another with a consumer/lifestyle angle.

Exclusive Business Pitch:

Chicago Tribune: Because Dash is, at the core, a lifestyle story, we believe that targeting a more consumer audience with an exclusive will generate the most buzz for the exciting new-to-Chicago brand.

The *Chicago Tribune* has a print circulation of 448,930 and a readership (impressions) of 1.7 million per week. Its website, ChicagoTribune.com, draws over 20 million unique visitors per month.

We will target the Blue Sky Innovation section reporter Cheryl Jackson, and if she declines, reach out to Kate MacArthur.

About Cheryl Jackson: Jackson is a Contributing Writer for the Chicago Tribune covering business, features, entrepreneurship and trade shows in the Chicago metro area. Recent articles include:

<http://www.chicagotribune.com/bluesky/originals/chi-louis-foreman-five-questions-bsi-20140818-story.html>

<http://www.chicagotribune.com/bluesky/originals/chi-women-in-tech-on-how-to-advance-bsi-story.html>

<http://www.chicagotribune.com/business/ct-ballet-training-0828-biz-20140827-story.html>

About Kate MacArthur: MacArthur is a Contributing Writer for the Chicago Tribune covering business, innovations and entrepreneurship. Recent articles include:

<http://www.chicagotribune.com/bluesky/originals/chi-jack-keenon-jll-bsi-20140806-story.html>

<http://www.chicagotribune.com/bluesky/originals/chi-ellen-carnahan-communities-in-schools-bsi-20140804-story.html>

<http://www.chicagotribune.com/bluesky/originals/chi-chris-gladwin-cleversafe-bsi-20140818-story.html>

Note: *Chicago Tribune* does not accept free samples or meals from brands in

exchange for editorial consideration, however if interested, they will most likely ask to “test drive” the app prior to the launch. We’ll need to provide them with a list of venues where they can do this if they opt to write a story.

Crain’s Chicago Business: In the event that both of our targets at *Chicago Tribune: Blue Sky Innovation* decline an exclusive offer, we will move on to pitch *Crain’s Chicago Business*, which is widely read by businesspeople in Chicago and the surrounding metro area.

Crain’s has a print circulation of 499,005 and a readership (impressions) of 218,066 per week. Its website, ChicagoBusiness.com, draws over 1 million unique visitors per month.

Our target media contact here is Lisa Bertagnoli, who recently replaced Lorene Yue as the business reporter covering all matters of the dining industry.

About Lisa Bertagnoli: Bertagnoli is a Freelance Writer and covers business, food, restaurant reviews and linguistics. She has been the Society Columnist for Crain’s Chicago Business since 2010 and recently began covering restaurant news and contributing to the *On Dining* blog. Recent articles include:

Exclusive Consumer Pitch:

UrbanDaddy: Because Dash will attract millenials who want to be “in the know” as well as urban dwellers who dine frequently and are always looking for “the next best thing” we’ll target UrbanDaddy, a lifestyle media company focused on the intersection between hyper-relevant content and digital innovation.

Urban Daddy is a news web site that draws over 500,000 unique visitors per month and sends daily e-newsletters to more than 4 million (national) subscribers and over 200,000 in Chicago.

We will target the Chicago editor, Chris LaMorte, who is the contact for all local press events and announcements.

About Chris LaMorte: LaMorte is the Chicago Editor covering restaurants, dining, food, nightlife cocktails, style, fashion, gear, gadgets, electronics, technology and travel. He also writes freelance for The Chicago Tribune. Previously, he was a freelance lifestyle and entertainment writer for MetroMix Chicago.

Note: UrbanDaddy offers a “perks” edition of the newsletter/website that is pay-for-play, however this is something we can keep in our pocket if the editor is not interested. Before exploring to paid placement, we can also pitch the “Weekender” edition of UrbanDaddy which offers readers options of various things to do over the weekend, from events and underground dinners to new products, services and store openings.

Media Lunches:

Beginning on Monday, September 15, we will reach out to select Chicago media to invite them to lunch or for cocktails with Dash representative Stephanie Bono, Michael Jones or Jeff McGregor (based on availability) so that they can experience Dash first-hand (note: I will attend these meetings whenever I am able, but do not want schedule conflicts on my end to keep a meeting from happening. In the event that I can't make a specific meeting due to prior scheduling conflict, I will prep the attending Dash staffer with extensive background information and bio on the media contact).

We will reach out to these contacts beginning September 15 and work to arrange one-on-one media meetings right up to launch date.

Our targets for these one-on-one lunch meetings will include:

- Rachel Handler, Chicago Sun-Times SPLASH
- Carly Boalers, Chicago Magazine
- Kate Schmidt, Chicago Reader
- Amy Cavanaugh, Chicagoist
- Janet Rausa Fuller, DNA Info Chicago
- Joe Erbenraut, Huffington Post Chicago
- Meg Mathis, Michigan Avenue Magazine
- Elizabeth Grossman, Plate Chicago
- Amalie Drury, PureWow Chicago
- Sarah Freeman, Zagat Chicago

Beginning on Monday, September 15, we will reach out to select Chicago broadcast media to offer them an interview with our Dash spokesperson on our designated launch date or in the weeks that follow. We will reach out to the following media contacts, including:

- Astrid Greve Spencer, WLS-TV (ABC)
- Pam Oliver, WMAQ-TV (NBC)
- Beth Godvik, WBBM-TV (CBS)
- Adina Fox, WFLD-TV (FOX)
- Rudy Segovia, WCIY-TV (The U)
- Kristine Miller, WGN-TV (Midday Fix)

Phase II: Pre-Launch Media Outreach:

Blogger Outreach/Influencer Outreach: Beginning September 29, as we near our launch date and begin to drum up some buzz via social media, we will reach out to some of our local influencers and blogger contacts to seed them with "Dash Cash" to use or give away to their readers or followers so that they can try Dash once we are launched. *If we secure an exclusive in Crain's or the Tribune we'll schedule these posts/giveaways to happen following the run date.

Target bloggers and social media influencers include:

- Chicago Food Authority
- A Girl and Her Food
- The Kittchen
- Steph Eats Chicago
- Chicago Food Snob
- Cheeky Chicago
- 312 Dining Diva
- Chicago Food Whores
- Chicago Bites
- Chicagonista
- The Local Tourist
- The Balanced Babe
- Almanac Magazine

Phase III: Post-Launch Media Outreach:

Press Release Distribution: Beginning on our TBC launch date (October 7 or October 8), we will distribute a press release over the national newswire targeting Chicago press (we recommend using eReleases, an online serviced provided by PR Newswire that is more cost-effective than the national wire).

Once the release crosses the wire, we will send a pitch (a personalized upfront note to Chicago media) and our press release to announce the launch/follow-up with any contacts that we have not been in contact with yet (as outlined on our Master Media/Press List).

NOTE: This strategy document is fluid and subject to change. Numerous factors can affect the success of any media campaign, one such factor being timing and another, national news/events. Should the need arise, we will tweak and adjust as necessary and/or appropriate.

OCTOBER 7, 2014



Media Inquires:
Maris Callahan, MCPR
maris@mariscallahan.com
312-857-8417

DASH APP FOR RESTAURANTS AND BARS DEBUTS IN CHICAGO
Mobile Payment Platform Expands to 20 Venues in Chicago, Allowing Windy City Residents to View, Pay and Split Tabs from Their Smartphones

CHICAGO (October 7, 2014) - [Dash Software, LLC](#), a leading mobile payment platform for restaurants, bars, and clubs, announced today their expansion to Chicago, the company's second city of operation following its November 2013 launch in New York City.

Dash, which has quickly risen in popularity with app-savvy Millennials for transforming the check paying process by allowing diners to pay bar and restaurant tabs directly from their smartphones, will launch in 20 venues around Chicago including Fulton Market Kitchen, Tre Soldi, Zapatista, Table 52, Kuma's Too, Monk's Pub, Jerry's Wicker Park and more.

"We could not be more excited and humbled to launch Dash in Chicago, a town of passionate foodies where we know we can provide immediate value for the community," said CEO and co-founder Jeff McGregor, who, along with former college roommate Gennady Spirin, formulated the idea of Dash on New Year's Day when the two were out to brunch and unable to grab their waiter's attention at the busy venue.

He added, "At the end of the day, Dash is simple - great food, great dining experiences, and a great night out, and that's something we think Chicago will really appreciate."

With Dash, diners and bar-goers no longer need to worry about waiting for the check at a busy restaurant, splitting a bill with big groups, or leaving a credit card behind the bar after opening a tab. Fully integrated with the leading POS systems for bars and restaurants, Dash also gives added benefits and customer insights to restaurant and bar owners, allowing them to not only better serve their customers but to also offer up additional perks to increase customer loyalty.

"When we developed Dash, we took the time to ensure value at the merchant level, resulting in a platform that isn't only friendly to patrons to use, but also to operators and their bottom lines," said McGregor. "POS integration and ease of use are both crucial to merchant success, and Dash's design and technology makes it as simple as possible for everyone involved in the dining experience."

How Dash Works:

When you arrive at a venue that accepts Dash, you simply tell your waiter or bartender that you'd like to "pay with Dash," at which point your tab is connected to the venue's POS system, allowing the items you've ordered to appear in real-time on your phone.

Friends can invite each other to participate in one Dash bill to facilitate seamless bill splitting. Dash allows guests to easily set a tip using a pre-set percentage or by inputting a specific amount. With one touch, the user is able to pay their bill using a credit card stored within the application.

"Dash is not a mobile ordering app," said McGregor. "We didn't want to remove the personal interactions between servers and patrons that make the hospitality industry so special. Instead, the platform simply provides a real time view of your spending when you're dining out, allowing you to split the bill with friends, easily set a tip without the need to do math, and close your check out at your own discretion."

Dash launches with 20 venues on board in Chicago and has plans to expand rapidly by the end of the year. For more information and a full list of participating venues, download the app at www.dashwith.me.

ABOUT DASH

Transforming the experience of dining out by eliminating the need to wait for the bill at restaurants and bars, Dash is a mobile payment platform that allows patrons to check-in, view, split, and pay their tab from their smartphone. Dash was founded in 2011 by Jeff McGregor and Gennady Spirin and serves as an early pioneer of mobile payment in the hospitality space, with backers including Caerus Ventures, New York Angels, and Jonathan Segal. Thanks to proprietary patented technology that allows for their users' mobile devices to be directly integrated into merchants' point-of-sales systems, Dash allows for a seamless experience on both sides of the retail transaction. The platform currently operates in over 50 popular venues in New York City and will debut in Chicago in October 2014. Dash is available for free download on iOS and Android. For more information, visit DashWith.Me.

APPENDIX

B

CORY VINES

Sample Pitch for Cory Vines

Hi Rachel,

Hope you're well! My name is Maris Callahan and I wanted to shoot you a quick note to tell you about a line of active wear that might be of interest to you.

Cory Vines, dubbed "the Warby Parker of active wear" offers high-quality active wear at an accessible price point. Founded by 24-year old entrepreneur Daniel Lieberman, Cory Vines offers collections for men and women, all made from fabrics that are soft, lightweight and breathable with performance-enhancing benefits, like moisture wicking, four-way stretch, antibacterial, anti-odor and color fastness capabilities.

Please feel free to browse the collections here and let us know if there is anything you'd like to incorporate into an upcoming gift guide, product round-up or review:

Women's: <https://www.coryvines.com/en/t/her>

Men's: <https://www.coryvines.com/en/t/him>

We would be happy to send you product, high-res images, information and anything else you need. We appreciate your consideration and look forward to working with you!

All Best,
Maris