

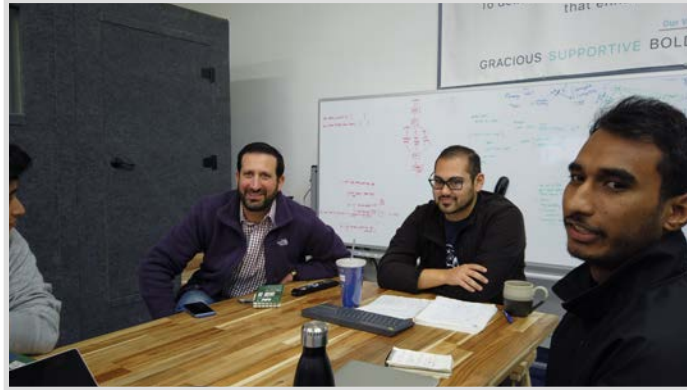
FAYBLE



Fayble
Press Kit | 2019

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About Fayble

Headquartered in Berkeley, CA, Fayble is an emerging technology startup that is creating a brand-new category of interactive audio entertainment. Fayble pushes boundaries by merging the latest AI technology with sports broadcasting! Fayble was founded in 2016 and launched its service in March 2019. For more information about Fayble, visit www.linkedin.com/company/fayble-inc/about/ or follow @Fayble on Twitter.



Fayble Fact Sheet

- **Company summary:** Fayble is inventing a brand-new audio media category called interactive fictional sports entertainment. These fictional sports events are generated by artificial intelligence (AI) and called by live announcers. Twelve regional teams will compete in each of three sports: football, basketball, and baseball, with many more to come. Four condensed games, each thirty minutes long, will air nationwide on weekdays from 2:00pm to 5:00pm PST. A “cheer” feature will allow users to interact with the game by voice command. Each “cheer” increases odds of gameplay in the supported team’s favor.
- **Mission:** To deliver positive experiences by merging innovative technology with audio entertainment.
- **Target Group:** Commuters, sports fans.
- **Founding Date:** Fayble was founded in 2016 in Berkeley, California.
- **Launch Date:** Wednesday, March 13, 2019 at 2:00pm PST.
- **Service Area:** Available on www.fayble.com nationwide, as well as on 1580* AM in the MacArthur Maze for SF East Bay residents.
- **Headquarters:** 1001 Pardee St, Berkeley, CA 94710.
- **Employees:** 10-12.

**Fayble is running as an unlicensed radio platform operating under FCC Part 15.*

Fayble Launch Press Release

Fayble Launches New Audio Entertainment Category

*Creative and Interactive Audio Category Aimed at Improving the Commuting Experience Forever –
Airing Nationwide March 14, 2019, 2 P.M. PST*

BERKELEY, Calif. March 14, 2019 – Fayble, the inventors of interactive fictional sports entertainment, yesterday revealed a first-of-its-kind audio experience, utilizing the power of technology, psychology, and creativity to improve the radio and commuting experience entirely! Using artificial intelligence (AI) with real broadcast personalities, Fayble is generating audible fictional sporting events to have commuters literally “cheering” all the way home for regional teams, and their sponsored charities. Yesterday on March 13, 2019, Fayble broadcasted their first event on AM 1580* in San Francisco East Bay’s MacArthur Maze. Fayble will air nationwide today at 2:00pm PST on March 14, 2019 on their mobile website www.fayble.com.

“We’re building a completely original media category that combines the camaraderie of sports with a creative use of AI technology.” says Fayble’s founder, Alan Moskowitz. “Our goal is to reduce the stress and monotony of commuting by providing an experience that will connect the millions of Americans who commute every day. We want people to get in their cars at the end of a workday and have this amazing audible adventure to look forward to.”

Fayble features twelve regional teams for three sports: baseball, football, and basketball. Four condensed games, each thirty minutes long, will air weekdays from 2:00pm to 5:00pm PST on Fayble’s mobile website and SF East Bay’s AM 1580*. The company will offer an interactive “cheer” feature to get users’ adrenaline pumping! The more “cheers,” the better: every “cheer” will increase the odds of gameplay in the supported team’s favor.

“This is true innovation in the AM radio space,” says Jeff Warshaw, CEO of Connoisseur Media, Fayble advisor and investor. “This multi-platform model with broadcast radio playing a sizable role might just be where the puck is going,” he adds.

To learn more about Fayble, please visit www.linkedin.com/faybleinc.

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Fayble Press Contact

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Fayble Staff: Alan Moskowitz, CEO & Founder

Alan Moskowitz brings a deep passion for turning big ideas into big businesses. He possesses a unique combination of vision, engineering expertise, and organizational acumen to deliver category creating products and services. Alan prides himself in building consensus among diverse groups and a distinctive brand of enterprise wide camaraderie.

Currently Alan is the CEO and Founder of Fayble, where he and his team created the “interactive fictional sports” category from scratch. His inexhaustible determination has driven the launch of the revolutionary service that will forever bring enjoyment to commuting. Previously, Alan was on the founding teams of ConnectTV, MobiTV and TiVo; upon starting his career at Silicon Graphics, his Indy workstation was named innovation.sgi.com.

Alan received a BA in Economics; BS and MS in Electrical Engineering from Columbia University. He holds numerous patents and most notably, is a named inventor on the famous '389 patent yielding over \$1.5BN in licensing revenue for TiVo.



Fayble Staff: Ryan Pressler, Creative Director

Ryan Pressler brings 20 years of creative user and design experience to Fayble. In 1999, Ryan kickstarted his career by landing a GUI Design job at a software startup called DoDots in the Silicon Valley. He attributes much of his current design philosophy to his experience working at DoDots under his former manager there, a brilliant IDEO industrial designer.

Ryan later became the sole visual designer for the UX & Research Team at Emmy-award winning TiVo, and was recruited by Alan Moskowitz (whom he met at TiVo) to lead the design team at MobiTV a few years after.

Ryan left an impact on many revolutionary products and platforms in the following 11 years, including two products developed by Yahoo Connected TV and MobiTV that received Emmy Awards. Ryan was a Design Lead at Yahoo, LG Electronics, and Macy's.com, before becoming Creative Director at Fayble. In Ryan's words, "this is the kind of work you don't want to put down and you can't wait to get back to after leaving it for the night. I'm loving this creative opportunity and can't wait to see how the market receives our creation!"



Fayble Staff: Dina Hassan, Head of Production

Dina Hassan is a Media Production Specialist, with a background in integrated production and marketing in the entertainment, sports and advertising industries. She currently specializes in broadcasting and user experiences.

Dina spent her early career working in the Athletics Department of the University of Toronto in multiple capacities, while completing assignments at Sony Music Entertainment, CBC, RogersTV, Al-Nahar TV and Black Iris Publishing. She previously worked in Business Development & Marketing at MediaCom, a full-service Media Agency. In 2018, Dina co-founded the Toronto-based boutique creative brokerage company Slickhand Collective. She also picks up small assignments regularly with the Pirelli World Series, and music events across North America.

Dina holds a master's degree in Media Production with a thesis focused on the future of viewership technological trends and sports. She is considered a polymath who has worked as a producer, director, project manager, videographer and editor.



Fayble Logo - Links for Download



Extra Small: assets.a.fayble.biz/logos/xs.png
Small: assets.a.fayble.biz/logos/s.png

Medium: assets.a.fayble.biz/logos/m.png
Large: assets.a.fayble.biz/logos/l.png

Fayble Team Logo Examples



Fayble Press Contact

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