Internet Entrepreneur Michael G. Rubin Launches Kynetic

Company Includes Leading Online Commerce Brands Fanatics, Rue La La & ShopRunner

King of Prussia, Pa., September 12, 2011 – Renowned eCommerce entrepreneur, Michael G. Rubin, today announced the launch of his newest endeavor, Kynetic (http://www.kynetic.com), a company singularly-focused on building consumer Internet businesses that capitalize on the digital transformation of commerce. Kynetic includes three brands at the forefront of innovation in the online commerce space: Fanatics (http://www.fanatics.com), Rue La La (http://www.ruelala.com) and ShopRunner (http://www.shoprunner.com).

"I have been a business builder all of my life and I am thrilled to bring my enthusiasm for business to Kynetic," said Rubin. "The energy in the online commerce space is unprecedented. As the Kynetic name connotes, we are tapping into that energy and using it to drive innovation that will keep our companies at the forefront of the industry. I am genuinely excited about the prospects to propel the growth of Kynetic and our industry-leading brands."

Kynetic is the newest chapter in Rubin's career as one of the country's most successful Internet entrepreneurs. The company is launching on the heels of eBay's recent $2.4 billion acquisition of GSI Commerce Inc. Over a 12-year period, Rubin and his team built GSI into a global network of eCommerce, multi-channel and digital marketing businesses servicing 150 of the top 500 Internet retailers.

Fueled by a true passion for building consumer Internet businesses, Rubin formed Kynetic, which consists of three previously-owned GSI companies: Fanatics, the world's leading online retailer of licensed sports merchandise, Rue La La, a leading online private sale destination in U.S., and ShopRunner, an innovative members-only service which aggregates shopping benefits from the top retailers and brands.

Rubin began building businesses at age 12, when he opened a ski-tuning company in his parents' basement. His success as an entrepreneur resulted in an appearance on the inaugural season of CBS' hit show "Undercover Boss," as well as recognition in numerous media outlets, including *The Wall Street Journal,* CNBC, CNN, *The New York Times*, *BusinessWeek* and *People*. *Forbes* named him one of "America's 15 Most Powerful CEOs 40 and Under" in 2010.

About Kynetic

Kynetic is a company focused on building consumer Internet businesses that capitalize on the digital transformation of commerce. The companies of Kynetic include Fanatics, the world's leading online retailer of licensed sports merchandise, Rue La La, one of the top two online private sale destinations in U.S., and ShopRunner, an innovative members-only service which aggregates shopping benefits from the top retailers and brands. Founded in 2011 by respected Internet entrepreneur and visionary Michael G. Rubin, Kynetic is based in the Greater Philadelphia area. For more information about Kynetic, please visit www.kynetic.com.

About Fanatics

Fanatics, LLC, is the leading provider of e-commerce solutions and the world's largest retailer of officially licensed sports merchandise for collegiate institutions, professional sports teams & leagues, conferences and media networks. Fanatics encompasses four sectors: direct-to-consumer retail, third-party eCommerce syndication, licensing and manufacturing, and fulfillment services. Proprietary brands of Fanatics include Football Fanatics, one of the most trafficked sports fan gear sites online, as well as the official online stores of the NFL, NBA, NHL, MLB and NASCAR. Other partners include Yahoo! Sports, CBS Sports, FOX Sports, Oklahoma Sooners, Florida Gators, Oregon Ducks, New York Giants, Denver Broncos, Tampa Bay Buccaneers, Orlando Magic, The Southeastern Conference, The Atlantic Coast Conference, The PGA and Team USA, among many others. With the help of industry veteran and CEO of Fanatics, Alan Trager, Fanatics combines best-of-breed e-commerce hosting and retail strategy with highly efficient order fulfillment, secure shopping solutions, and customer relationship management to help partners fully monetize their official websites. For more information, visit www.fanatics.com.

About Rue La La

Rue La La is the online destination for a life of style, inspiring its Members daily with a curated selection of coveted designer offerings at private sales prices. Founded in 2008, Rue La La has become a strategic partner to innovative brands looking for new ways to achieve their business goals. With the launch of Rue Local, Members all over the country get exclusive access to handpicked offerings for everything to do, eat, and see right in their city. Visit Rue La La for more information. www.ruelala.com.

About ShopRunner

ShopRunner is a members-only online shopping service that offers time-starved consumers unlimited, free two-day shipping with no minimum order size, and free shipping on returns across a wide selection of today's most popular retailers. ShopRunner members also receive access to exclusive deals that can be combined with fast, free shipping. ShopRunner's growing retail network includes relationships with America's most sought-after brands, including Lord & Taylor, Toys"R"Us, Sports Authority, GNC, drugstore.com, inc., Domino's Pizza, PetSmart and Newegg.com , with millions of products in clothing, baby, beauty, electronics, movies, sporting goods, pets, toys, video games, luggage, automotive and more. For more information, or to try ShopRunner free for 30-days, visit www.shoprunner.com.

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