

Exhibit 11

Peter Horan

Founder at Horan MediaTech Advisors

Overview

Peter C. Horan is an entrepreneur with a history of building successful media and internet businesses. In February of 2014, Peter formed Horan MediaTech Advisors as an umbrella for his investment and consulting activities. Peter currently works with and/or has investments in: Healthy Out; Kyck; Lending Tree; Mowingo; Net2Television; PublishThis; ShopPad; Skift; SocialWire, TalkWheel, Topix, TwelveFold Media, Viggie and ViralHeat. He has played a role in five major revolutions in media and technology including: home video games; personal computers; cell phones; Windows computing; and the internet. As a CEO and independent director he has been part of eight profitable exits in the last ten years totaling almost \$1.800 billion in value. Peter is actively investing in the sectors that are transforming media and advertising including: the intersection of the social web with media and advertising; lightweight content models; as well as advanced ad targeting techniques. He was previously: President and COO of Answers, Corp.; CEO of IAC Media and Advertising; CEO of About.com; CEO of AllBusiness.com, CEO of Goodmail Systems, and CEO of DevX. He has served on the board of directors of the Interactive Advertising Bureau and the Online Publishers Association. Peter is an active outdoorsman and environmentalist and is active in the Sierra Club, Southern Utah Wilderness Alliance and Glen Canyon Institute.

Experience

Board Member at Purch

May 2014 - Present | [LinkedIn](#)

Purch is helping consumers make smarter shopping decisions every day by arming them with reviews and buying information. Purch brands include Top Ten Reviews, Tom's Hardware, BuyerZone, Space, Business News Daily, and Best of Media.

Founder at Horan MediaTech Advisors

February 2014 - Present | [LinkedIn](#) | [Facebook](#)

In February of 2014, I formed Horan MediaTech Advisors as an umbrella for my investment and consulting activities. I currently work with and/or have investments in: Healthy Out; Kyck; Lending Tree; Mowingo; Net2Television; PublishThis; ShopPad; Skift; SocialWire, TalkWheel, Topix, TwelveFold Media, Viggie and ViralHeat. I work companies at all stages from startups through public companies. My focus is on the technologies that will propel media, advertising and commerce into the future.

3 recommendations available upon request

Chairman of the Board at Net2TV

January 2013 - Present | [LinkedIn](#) | [Facebook](#)

Net2TV helps major media brands from Time Inc. Bonnier, Meredith and others create a true, ad-supported television experience on more than 30M screens from Samsung, LG, Toshiba and other smart TV makers as well as via the Roku devices.

Member, Board of Directors at Twelvifold

June 2011 - Present [LinkedIn Profile](#)

Twelvifold's SPECTRUM™ platform offers "power steering" for programmatic media buying. We're the best way to target, reach and engage relevant audiences at scale. Our smart science leverages quality, scale and mindsets to solve many of the problems plaguing digital marketers today. Twelvifold sits at the intersection of big data, natural language processing, programmatic buying, predictive analytics, dynamic creative and marketing optimization. Our proprietary technology and business model embrace the disruption that other companies have created "black boxes" to hide from.

Member, Board of Directors at Viggle Inc.

January 2011 - Present [LinkedIn Profile](#)

Viggle, formerly Function (x), is an entertainment-based marketing platform that enables brands to engage consumers across multiple platforms. Viggle is unique because it has a rewards system that encourages consumers to watch TV, listen to music and engage with ads. We've recently acquired WetPaint and Dijit. Viggle is available in the Apple App Store. Viggle is publicly traded on Nasdaq.

Member Board of Directors at LendingTree

August 2008 - Present [LinkedIn Profile](#)

Joined the board of director of TREE following its spin out from IAC. TREE is a rapidly growing performance marketing and lead gen company serving the mortgage, insurance, education and home improvement industries.

President and COO/Senior Advisor at Answers.com

May 2012 - July 2014 [LinkedIn Profile](#)

In February of 2014, I transitioned from working on the daily operations of Answers to being a strategic advisor--still focused primarily on the core issues of monetization and corporate strategy. This enables me to spend additional time with my other portfolio companies. Answers has been acquired by Apax, a NYC private equity firm. I joined Answers Media Group in the Spring of 2012 as President and COO with a focus on corporate strategy, revenue optimization, and alliances. Answers is a Top 10 media property with a significant presence on the web, social media and mobile.

3 recommendations available upon request

Member, Board of Directors at Travora Media

April 2007 - February 2013 [LinkedIn Profile](#)

Travora, formerly the Travel Ad Network, acquired NileGuide. Travora was acquired by Media Shift in February 2013.

Board Member at Social Chorus (formerly Halogen Media Group)

December 2009 - September 2012 [LinkedIn Profile](#)

Social Chorus is a very exciting company that provides an influencer relationship management platform for brands supported by smart strategic programs.

Member Board of Directors at Reply.com

2007 - April 2012 [LinkedIn Profile](#)

Led B round of venture investment in Merchant Circle while at IAC. Remained active with the company as an independent director through it's acquisition by Reply!

CEO and Chairman at Goodmail Systems

June 2008 - February 2010 [LinkedIn Profile](#)

Goodmail attempted to solve a major problem in email marketing by building a secure system that ensured delivery and enabled more powerful functionality in email. Large and legitimate commercial marketers regularly lose 20% of the email that they send to customers who have asked to receive it. We developed a great product, raised capital and built significant revenue. 90% of marketers converted from a free trial to paid service. Goodmail was a bold but ultimately unsuccessful venture that tried to fix deep seated structural problems in B2C email. However because of factors beyond our control, we lost our largest distribution partner and therefore lost critical mass in the market.

CEO at IAC Media And Advertising

January 2007 - May 2008 [LinkedIn Profile](#)

CEO of IAC's Media and Advertising group including Ask.com, CitySearch, Consumer Applications, eVite and the advertising solutions group. More than \$250 million in revenue and 1500 employees. Peter recruited top leaders to several core IAC properties, led teams that developed innovative new products, and helped sharpen business strategies. He led venture investments in Merchant Circle and Health Central as well as several acquisitions.

1 recommendation available upon request

CEO at AllBusiness.com, Inc.

June 2005 - January 2007 [LinkedIn Profile](#)

Using concepts pioneered at About.com, we built AllBusiness into a rich resource for the people who are starting and building America's small and mid-sized businesses. We built a sophisticated content management system for integrating a wide range of content, dynamically tagging it, and precisely matching it to readers interests. Peter led the restart of the company, raised venture funding, recruited the team and defined the strategy. It was successfully acquired by Dun & Bradstreet.

4 recommendations available upon request

CEO at About.Com, Division of Primedia

November 2003 - June 2005 [LinkedIn Profile](#)

About.com is the every day resource for tens of million of Americans looking for information to make their lives better. About.com was the first major website to fully embrace search as a source of both traffic and monetization. Working with a large community of independent Guides, About mastered a distributed content model. Peter led the management team that revitalized the About.com brand and merged it into the New York Times in a \$410 million transaction.

4 recommendations available upon request

CEO at DevX.com, Inc.

May 2000 - October 2003 *15 months*

DevX is the leading website for software developers. DevX rode out the dot.com bust by providing superior value and service to both readers and advertisers. The company was acquired by JupiterMedia (JUPM) in July of 2003.

1 recommendation available upon request

Senior Vice President at International Data Group

October 1991 - April 2000 *8 years, 5 months*

IDG has been one of the world's most successful trade information companies for the past forty years with hundreds of business units across 77 countries. Peter led a team of more than 100 sales and marketing experts who managed IDG's relationship with the top technology companies on a worldwide basis. We successfully crafted multi-platform marketing programs that ran across three continents; negotiated more than \$250 million annually in global media deals; and made a radically decentralized company a good partner for major marketers. Peter was also publisher of Computerworld, IDG's flagship publication.

Publications

How To Compete Against Industry Titans

iMedia Connection November 11, 2011

Authors: Peter Horan

Everyone competes with Google, Apple, Facebook and Amazon. They are transforming many business with their access to cash, customer data and at-scale logistics.

Who Rules The Web Now?

HBR.org February 22, 2011

Authors: Peter Horan, Jeffrey Rayport

Detailed analysis of the competitive influence of Apple, Amazon, Facebook and Google.

Better Agile Than Smart

Digiday May 7, 2012

Authors: Peter Horan

One of the keys to survival and success in the evolving internet business is the ability and willingness to adapt and change.

Media Must Gird For Automation Fallout

Digiday February 1, 2012

Authors: Peter Horan

The critical skills for success in the media business are changing. Going forward, media companies need to increase their strength in quantitative analysis, technology and pure marketing.

Brand Demise In The Digital Era

Digiday July 10, 2012

Authors: Peter Horan

It is possible for brands to fall from great to gone in one generation. How did Kodak, Circuit City and others go from iconic brands to obscurity in just one generation? Why this happens and how can you avoid it.

Five Ways To Make Your Company Future Friendly

IMedia Connection January 18, 2012

Authors: Peter Horan

New and Native: Answers Mobile Experience

Google Think DoubleClick June 3, 2013

Authors: Peter Horan

At the Google DoubleClick event in Laguna Niguel, showcased the stellar mobile experience on Answers.com

Answers and AdSense--10th Anniversary Video

YouTube July 4, 2013

Authors: Peter Horan

A video celebrating the 10th anniversary of Google's AdSense products. I've been a partner since the very earliest days.

What 5 Tech Revolutions Have Taught Us

<http://www.outliermagazine.co/>

Authors: Peter Horan

Advice on how to succeed in a venture-backed startup

Changing with Technology

Outlier Magazine-- Ever Gonzalez January 2015

Authors: Peter Horan

Video interview with my friends from Outier from the streets of Palo Alto. Talking about technology and how it does--and doesn't--change society.

Skills & Expertise:

Online Marketing

Advertising

Venture Capital

Entrepreneur

Publishing

Entrepreneurship

Digital Media

Online Advertising

Strategic Partnerships
Start-ups
Digital Strategy
E-commerce
Digital Marketing
Social Media
Sales Management
Executive Management
Wilderness First Responder
Thought Leadership
Mobile Marketing
Business Strategy
SEM
Strategy
Marketing
Lead Generation
Business Development
Product Management
Mobile Applications
Mobile Advertising
Email Marketing
Product Marketing
Mobile Devices
Web Analytics
Leadership
Direct Marketing
Social Media Marketing
Marketing Strategy
New Media
SEO
Content Strategy
Analytics
Integrated Marketing
Management
PPC
Competitive Analysis
Salesforce.com
Advertising Sales
Multi-channel Marketing
Interactive Marketing
Corporate Development
User Experience

Education

San Francisco State University

MBA, US/Japanese Trade Relations, Technology Product Management, 1978 - 1981

Santa Clara University

BA, English and History, 1972 - 1976
