



KUDOS
TRADING CO. MEDIA KIT



Give a kudo from your mobile.

Easy to Give. Easy to Love.™

KUDOS TRADING CO. MEDIA KIT

Press Releases

November 15, 2012 04

December 13, 2012 05

Fact Sheet 07

Key Features 08

How It Works 09

Product Visuals

Stationery Kudo 10

Moving Kudo 11

Good Kudo 12

Logo 13

Merchants 14

Getting Noticed 15

Founder Bios

Jennifer Carolyn King 16

Timothy Charles Fredel 17

Contact Info 18

PRESS RELEASE {November 15, 2012}

Kudos Trading Co. Brings a Time-honored Tradition to Your Mobile Device.

SAN FRANCISCO, California—As the Thanksgiving holidays approach, should you find yourself looking for new ways to express gratitude, use your mobile phone and visit Kudos Trading Co. Then send your personal note of thanks with a scoop of **Humphry Slocombe**, a **Pacific Puff**, or a **Coolhaus** ice cream sandwich.

In an age where finding time to sit down and hand write a personal note to someone has been lost to the convenience of sending an email, Kudos Trading aspires to bridge the gap. Kudos offers an easy way to send social accolades and expressions of gratitude in the moment from your mobile device.

It's not another app, but a website built for use on your mobile device and adaptable to any screen. The clean, yet elegant interface has a simple three-step process to turning a personal message into something more meaningful. It's also now fully integrated with Apple iOS6's Passbook.

In addition to several free-of-charge stationery options, Kudos has partnered with select local merchants, allowing users to send a redeemable "crème de la crème" gift with their message.

"Part of the joy for me in building Kudos Trading Co. is promoting the high quality, hand crafted products you can find in San Francisco and Los Angeles and offering them at full price, which supports the local merchant." says Co-Founder **Jennifer Carolyn King**.

On par with current trends in social network "sharing", Kudos are also social. A member can share their Kudo with friends via Facebook, Twitter, Pinterest, Rugged Elegance, email or text messaging, encouraging others to add their positive sentiments.

Co-Founder Timothy C. Fredel says, "The model we used for Kudos is a toast at a dinner party. Typically, this involves the person giving the toast directing accolades and

gratitude to another person at the table. The key is that everyone else at the dinner party hears and can respond to the toast as well. In other words, the kudos given in the toast are social by nature."

Another aspirational goal of the founders was to build philanthropy into the business model. Current benefactors are the **Thrive House for Youth** and **Grassroot Soccer**.

King and Fredel have a history of entrepreneurship together, having founded **BioSpace**, a global hub site for life sciences in 1995, and **Rugged Elegance** in 2003. "We've gone from promoting the life sciences with BioSpace; to promoting pursuits, philanthropies, and products with Rugged Elegance; to promoting the good in life on a one-to-one basis and sharing it with the world."

Inspired? Send a Kudo now at Kudos.tc!

If you would like additional information about Kudos Trading Co. or to schedule an interview with Jennifer Carolyn King or Timothy C. Fredel, please call 888.623.1800 or email them directly at media@kudos.tc.



PRESS RELEASE {December 13, 2012}

Kudos Trading Co. releases three moving philanthropic kudos in partnership with Love, Light & Melody, The Thrive House for Youth and Grassroot Soccer. Dispatch band member, Brad Corrigan, writes an original kudosong for his cause & Kudos.tc

SAN FRANCISCO, California—Kudos Trading Co. kudos.tc, the “thank you engine” for mobile phones, introduced three *moving* philanthropic kudos today to benefit the following non-profit organizations: Love, Light & Melody, The Thrive House for Youth, and Grassroot Soccer. Kudos Trading Co. offers three types of kudos: *stationery* (free), *moving* (philanthropic) and *good* (tangible, crème de la crème gifts). *Moving* kudos raise money for select non-profit organizations. All three types of kudos can be shared on social networks like Facebook, Pinterest, Twitter and Rugged Elegance. Rugged Elegance, “the *soulful* network,” is where Kudos Trading Co. was born in 2011.

The [Love, Light and Melody](#) kudo is a partnership between Kudos Trading Co. co-founders, Jennifer King & Timothy Fredel, and DISPATCH drummer & lead singer, Brad Corrigan. [Love, Light & Melody](#), is a philanthropic organization, created by Corrigan, that is dedicated to battling the physical, emotional, and spiritual effects of extreme poverty in the United States and Nicaragua. Recipients of the *Love, Light and Melody* kudo are presented with an original kudosong written, produced and sung by Brad Corrigan.

Leaving the music studio having produced his first kudo-song which includes a banjo and a harmonica, Corrigan said, “We are super honored to be invited into this partnership of giving, so kudos to Kudos Trading Co.!”

King, an Internet and now a mobile pioneer, who had the vision for the *Love, Light and Melody* kudo, calls it ‘The Holy Trinity of Giving.’ A beautiful *moving* gift, an inspiring song, and a philanthropic donation in honor of the

recipient. 100% of the proceeds from this kudo given go directly to support the non-profit organization, Love, Light and Melody.”

Kudos Trading Co. has also created a holiday *Thrive* kudo to benefit [The Thrive House for Youth](#), a community space in the heart of San Francisco that provides children and youth with a nurturing home-like environment to learn life skills, pursue their passions, form meaningful relationships, and thrive. Mentors, tutors, counselors, and educators from a dozen different youth serving organizations utilize The Thrive House to work with children across all ages, cultures, and socioeconomic groups. Thrive House for Youth Executive Director, Thuy Nguyen said, “With Jennifer and Tim’s unique entrepreneurial talents and philanthropic leadership, both our volunteers and kids are creating a new culture of gratitude within our community.” Children come to The Thrive House after school to be mentored intellectually, emotionally or spiritually. They are taught the



importance of identifying what their “spark” is in life. They added, “Now, via *stationery* kudos, at no cost, over 200 kids are learning the art of saying ‘Thank you.’”

Moving kudo senders donate anywhere between \$1 and \$1100 per kudo—in the name of their recipient. The *Thrive* kudo presents an animated snowman holding an ice cream cone who ice skates the shape of a heart around the word ‘T H R I V E.’ In one week, during a beta-test with Rugged Elegance members, the *Thrive* kudo kudos.tc/thrive raised nearly \$2,000 for The Thrive House for Youth.

Grassroot Soccer, which uses the power of soccer to fight AIDS in Africa, benefits from every “You Make A World of Difference” *moving* kudo <http://kudos.tc/grs>. Tommy Clark, co-founder of Grassroot Soccer, said, “Jennifer King, Tim Fredel and the King family have been long-time supporters of GRS. We are grateful to be promoted as a Select Rugged Elegance Philanthropy and as a beneficiary of the King Fredel’s second mobile venture, Kudos Trading Co.”

“At the Forbes 400 Philanthropy Summit, this past summer, I was inspired by Oprah Winfrey, Jon Bon Jovi, Kathy Ireland, Bill and Melinda Gates, Warren Buffett, Steve Forbes and many others from around the world who have become social entrepreneurs,” said Jennifer Carolyn King, co-founder of Rugged Elegance, Kudos Trading Co. and The Thrive House for Youth. “We had been giving a portion of the proceeds from every good kudo to a Select Rugged Elegance Philanthropy. Now, we have created a line of *moving* kudos where 100% of the proceeds goes to support our Select Philanthropies. Where Rugged Elegance provides an online forum for philanthropists, Kudos provides an easy-to-use mobile tool to give and spread good in the world.”

“As the holiday giving season nears full swing, Kudos Trading Co. is creating a simple way to acknowledge friends, co-workers and family in a stressless and meaningful way without breaking the bank,” said Timothy Fredel, Kudos.tc co-founder. “And for that certain recipient who is in search of a small, crème de la crème gift? Kudos also allows you to send a scoop of *Humphry Slocombe* ice cream, a *Pacific Puff*, handmade *XOX Truffles*, *Fleur*t* flowers, *Corazon* juice, or a *Coolhaus* ice cream sandwich to help loved-ones end the year on a sweet note!”

Contacts:

Jennifer Carolyn King
Kudos Trading Co.
888.623.1800
jen@kudos.tc

Whitney Bell Haggard
Love, Light & Melody
254.644.8385
whitney@lovelightandmelody.org

Thuy Nyguen
The Thrive House for Youth
415.867.8500
thuyannemarie@gmail.com

Tommy Clark
Grassroot Soccer
802.649.2900
t.clark@grassrootsoccer.org



FACT SHEET

Kudos Trading Co. is...

"the in-the-moment way to send social accolades from your mobile phone".

General Information

Category	<i>Mobile, Social Commerce</i>
Founded	<i>June 2012</i>
Description	<i>Mobile Correspondence and Gifting</i>

Stay Connected

Website	Kudos.tc
Blog	Blog.kudos.tc
Twitter	@kudostradingco
YouTube	youtube.com/user/kudostradingco
Facebook	facebook.com/kudostradingco
Rugged Elegance	ruggedelegance.com/kudos
Email	media@kudos.tc

Offices

San Francisco, California - USA

People

Jennifer Carolyn King	<i>Co-Founder</i>
Timothy Charles Fredel	<i>Co-Founder</i>



KEY FEATURES

A selection of beautifully illustrated kudos can be sent for **free**

Send crème de la crème gifts from **local** merchants using your mobile

Moving kudos are animated and proceeds support **philanthropic** organizations

Share and comment via Facebook, Twitter, Pinterest, Rugged Elegance

A personal feed **chronicles** sent and received kudos

Clean and **elegant** user experience

Apple iOS6 **Passbook** support

Free membership

Easy

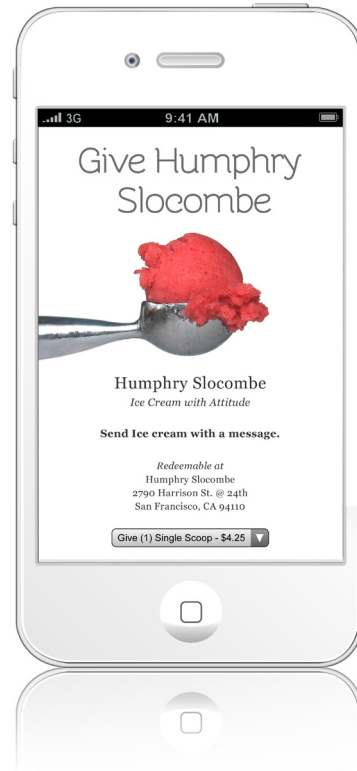


HOW KUDOS WORK

1

Choose a kudo

In this case, sender has selected to send a Humphry Slocombe "Good" Kudo and may select various quantities from the drop down menu.



2

Add a message then send and share socially

The sender can share the message directly on Facebook and/or Rugged Elegance.

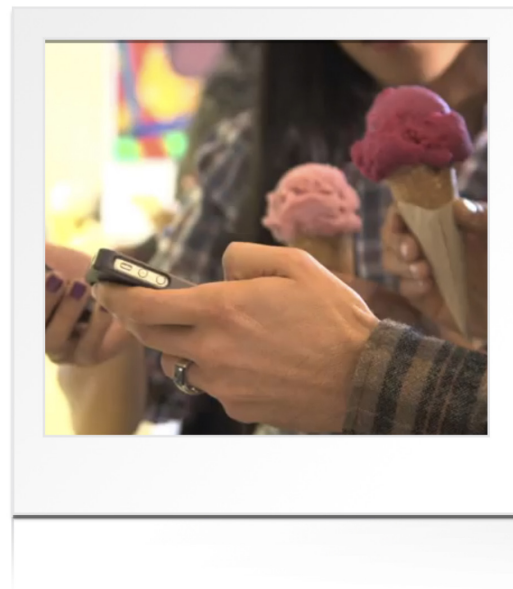
“ Thanks Shawn for helping me out yesterday with my bicycle. You saved me! I wouldn't have made it to work on time if you didn't go out of your way.

Love, Thuy

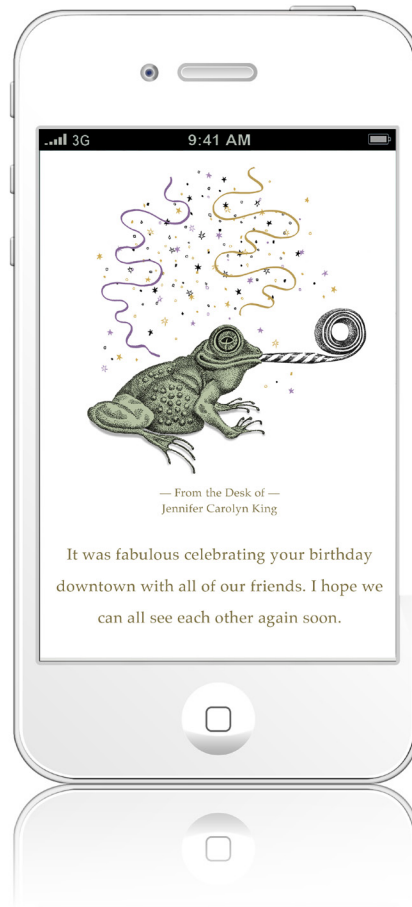
3

Recipient redeems the item

The recipient shows a certificate on their mobile to the merchant. Often posters, or other in-store displays celebrate that the recipient is patronizing a select Kudos Trading Co. merchant.



PRODUCT VISUAL {Stationery Kudo}



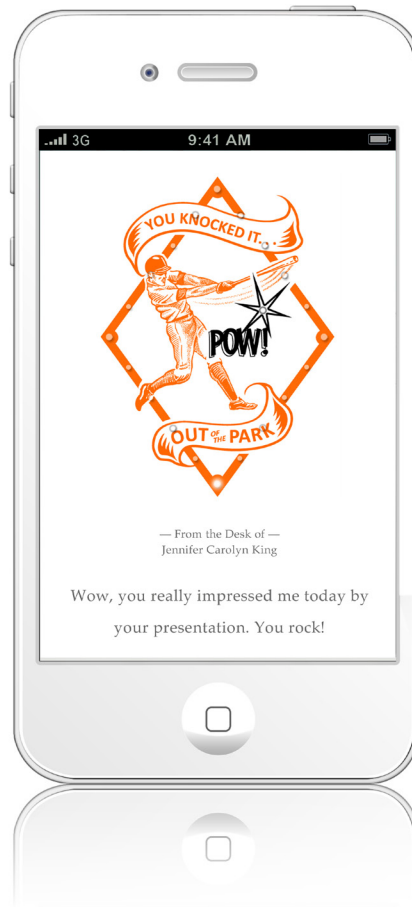
Name: Kudos & Confetti

About: Better than just sending an email, send an illustrated kudo like this one to thank and acknowledge others...and it's free.

To download an image resource like this one [click here](#)



PRODUCT VISUAL {Moving Kudo}



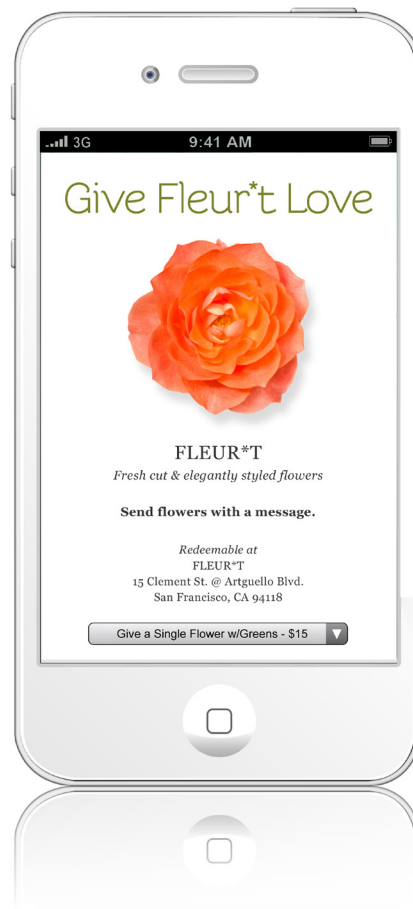
Name: You Knocked It Out of the Park

About: Watch as the lights animate around the bases and the word "Pow" explodes in size for impact.

To download an image resource like this one [click here](#)



PRODUCT VISUAL {Good Kudo}



Name: Fleur*t

About: Send someone flowers from one of San Francisco's most charming and sophisticated florists. The recipient can pick up their bouquet themselves or have it delivered.

To download an image resource like this one [click here](#)



LOGO



KUDOS TRADING CO

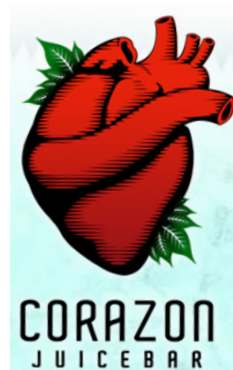
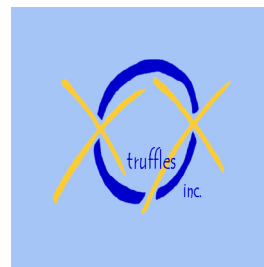
About: Embodied in the small elephant is the sentiment that sometimes the most significant things in life are small, like a simple gesture of gratitude, act of kindness, or a gift. The “Gratis Guild” insignia speaks to our commitment to this principle.

To download a logo [click here](#)



MERCHANTS

Kudos Trading Co.'s selection of unique, local merchants is growing. Each is chosen to be part of the "gratis guild" based on the exceptional quality and uniqueness of their goods, and commitment to customer satisfaction.



"I turn down a lot of app/technology offers because they just don't seem quite right—but I really dig this one and the team, so it was a no brainer. It's a perfect fit!"

Natasha Case Coolhaus owner



GETTING NOTICED

Kudos Trading Co. is a useful service to merchants and their customers. It offers the unique ability to give a single small gift from a patron's favorite store. We let customers know through online and in-store advertisements.

Merchant Web Sites

Buttons and banners on partner web sites link to the kudos.tc home page.



KUDOS
TRADING CO.

Give a Coolhaus kudo from your mobile.

www.kudos.tc/coolhaus



In-Store Displays

Customers see posters with our signature QR code with bow.



FOUNDER BIO

Jennifer Carolyn King: Co-Founder Kudos Trading Co.

Jennifer Carolyn King, a social entrepreneur for 27 years, is passionate about effecting positive change locally, nationally and globally.

Professionally, Jennifer has been an Internet pioneer since she launched one of the first 50,000 websites in the world. Her first venture—BioSpace.com, the global hub site for life sciences, went live in March 1995. Today, millions of people are kept abreast of news and clinical trial developments via the aggregation of biotechnology and pharmaceutical company information, worldwide, and thousands have found their jobs via the BioSpace Career Center. Her venture-backed “first baby” is now in its 17th year of service.

In 2003, Jennifer went from promoting life sciences to life. Her first-of-two social ventures, Rugged Elegance is known as the “soulful” network. Members of Rugged Elegance inspire healthy, adventuresome, soulful living. Every Rugged Elegance member is a philanthropist.

In June 2012, Rugged Elegance launched a global mobile initiative called Kudos Trading Co. Kudos provides an in-the-moment way to express gratitude. Small, creme-de-la-creme gifts can be added to a kudo via kudos.tc. All philanthropic “moving” kudos raise money and awareness for non-profit organizations supported by members of the Rugged Elegance network. Current Kudos beneficiaries include: The Thrive House for Youth, Grassroot Soccer, and Love, Light & Melody, and Team Rwanda, the first-ever Rwandan Cycling Team.

Philanthropically, Jennifer has been on the ground floor of creating unique opportunities and environments that enable young people to thrive since 1995. She is a founding trustee of The Thrive Foundation for Youth. In 2006, Jennifer and her partner, Timothy Fredel, converted their former home in San Francisco’s Western Addition into The Thrive House for Youth. The Thrive House, a beautiful community space in the heart of San Francisco, provides children with a nurturing home-like environment to learn life skills, pursue their passions, form meaningful relationships, and thrive.

An avid cyclist and a member of the board of her local cycling club, Velo-SF, Jennifer raises awareness and funds each year for the American Diabetes Association and Levi Leipheimer’s GranFondo. In 2012, she completed her fifth Tour de Cure for Diabetes Century ride in Napa. Both of her children were diagnosed with Type 1 Diabetes at the age of four.

Internationally, Jennifer is passionate about the work of organizations such as International Justice Mission, Grassroot Soccer, and Young Life. While Jennifer’s heart resides in San Francisco, California and Kennebunkport, Maine, her soul resides in Africa.



FOUNDER BIO

Timothy Charles Fredel: Co-Founder Kudos Trading Co.

Tim is a veteran Internet entrepreneur who has, with his partner, Jennifer King, co-founded three different Internet-oriented companies: BioSpace (biospace.com, 1994), Rugged Elegance (ruggedelegance.com, 2003) and Kudos Trading Co. (kudos.tc, 2012).

Tim has extensive academic and real-world experience in understanding and simulating complex, non-linear systems. Tim has an Engineering Sciences degree from Dartmouth College (1981) and a Master of Science in Management from Massachusetts Institute of Technology (1985). Upon graduation, Tim enjoyed working at some of the biggest names in high-tech: Cray Research, Sun Microsystems, Farallon Computing and Apple.

Tim is also a co-founder of The Thrive House for Youth (thrivehouse.org), a non-profit which partners with youth-serving organizations in San Francisco to provide a safe, nurturing after-school environment for under-served kids. Tim is a passionate cyclist who looks forward to one day fulfilling his dream to ride from Ocean Beach in San Francisco to Goose Rocks Beach in Kennebunkport, Maine.



CONTACT

For questions, further information or to schedule an interview with Jennifer Carolyn King or Timothy Charles Fredel contact Kudos Trading Co. at the following:

Telephone

888.623.1800

Email

media@kudos.tc





gratis guild

KUDOS
TRADING CO.