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Invisible Blog Founder Joins Upstart Pop Culture Gurus Poptimal.com

Washington, D.C. Metro – September 4, 2008 – Poptimal continues its startling growth by adding key experience to its management team. Invisible Blog founder and owner Keith Robinson joins the Poptimal Team and will lead its Movie review division, working closely with its Featured Writers nationwide.

Poptimal.com is a user driven website that provides reviews on pop culture phenomena. The company was started by a team of professionals who were tired of reading reviews from reviewers with whom they had nothing in common. As such, Poptimal strives to provide its readers with television and movie reviews from people like them. Poptimal's motto is *Pop Culture Reviews From People Like You*. Today, Poptimal's content is provided by some of the best and brightest pop culture gurus on the Internet today. In August, only its second month of operation, Poptimal registered over 1,200 unique visitors and averaged 75 hits per day.

Zuberi Williams, President of Poptimal LLC stated, "Poptimal is really excited to have [Robinson] join the team. He brings authentic writing skills and management experience to the Company. He is a real talent who created his own blog from the ground up by streamlining the writing process. His contacts in the blogosphere and industry knowledge will help us to take advantage of the new buzz that Poptimal has already created."

Robinson is a native of Atlanta, GA. He holds degrees in both electrical engineering and law. An avid pop culture writer, Robinson founded InvisibleBlog.com in 2007. Since that time, Robinson led his company to reach 1500 unique hits per month.

Robinson remarked, "Poptimal is a new and fresh company with extremely talented writers. I look forward to working with everyone to make Poptimal a brand name among pop culture review sites."

Robinson currently resides in Virginia, with his wife and his nine (9) month old son.