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Contact:
Editor-in-Chief
Poptimal LLC
8639B 16th Street, #243
Silver Spring, MD 20910
www.poptimal.com
editor@poptimal.com

**YOUNG ENTREPRENEUR LAUNCHES POP CULTURE
REVIEW WEBSITE IN NATION'S CAPITAL**

Washington, D.C. Metro – September 2, 2008 – Think you know pop culture? Well, the folks at Poptimal LLC, a company based in Silver Spring, MD, think that they do and want to show off how much they know.

Started by young entrepreneur Zuberi B. Williams, Poptimal.com is a user driven website that provides reviews on pop culture phenomena. Williams recounted that he started the Company because he and his friends became tired of reading reviews from reviewers with whom they had nothing in common. “Poptimal,” he explains, “strives to provide its readers with television and movie reviews from people like them.” It is no wonder that 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 from across the country and has started to create a buzz within the entertainment industry. In August, only its second month of operation, Poptimal had over 1,200 unique visitors and averaged 75 hits per day.¹ “I have been amazed so far by the sheer popularity of the site and interest from regular people who want to write for us,” Williams said. “We are always looking for people who are obsessed with movies and their favorite television shows to be a part of our writing team. Pervious writing experience is not a big factor. People want reviews and recommendations from people like them.”

Williams earned his MBA degree from American University’s Kogod School of Business (Washington, D.C.) where, he focused on management and entrepreneurship, and his undergraduate business degree from TCU’s Neely School of Business (Ft. Worth, TX). Although this is Williams’s first solo venture, he is no stranger to starting new ventures. Recently, he has served as a business consultant and advisor for new start-ups Placekey LLC and ObamaSoPhat.com.

“Working on Poptimal is a labor of love. I mean what other job rewards you for watching tons of TV and Movies,” Williams said.

Williams and his wife currently reside in the Washington Metropolitan Area.

¹ Website Statistics taken from AwStats (<http://awstats.sourceforge.net>).