

# TOUTSUITE

S O C I A L C L U B

## FACT SHEET 2011

ToutSuite Social Club is changing the way consumers and brands engage by producing live, interactive, exclusive events with today's most exciting tastemakers. The salon-style video platform is upping the internet ante, connecting members to the creators of some of their most coveted lifestyle products. In real time. From anywhere in the world.

### WHAT //

ToutSuite Social Club utilizes a proprietary configuration of top streaming technologies to connect our members with brand makers - from winemakers to indie fashion designers to celebrity chefs - via our live, interactive video suites.

### WHY //

*Members only*

The revolutionary social commerce site allows members to build a global community with the creators their favorite brands as well as other trendsetting consumers. Members can engage in real time dialogue with the brand makers in the following ways:

- “Attend” live, interactive web-based events with the producers/creators of today's most desirable brands
- Invite their personal networks to join the community and conversation and to assist in making meaningful decisions
- Access exclusive interactive video reviews and view a complete archive of past ToutSuite events

*Lets hear it from the brand*

On the flip side, brand makers get to build authentic relationships with today's cutting edge consumers, receive direct feedback and create advocates who will evangelize their brands more honestly than any banner ad or TV spot. In essence, the live interaction offers:

- Direct interaction with the brand's own advocates and evangelists to create lifetime customer value
- Indirect product promotion through experience-based events
- The chance to start an explosion of dialogue inside the consumers social sphere to heighten brand-to-consumer engagement
- The opportunity to build a comprehensive web archive with links to the ToutSuite site for a new angle on participatory consumer reviews

### WHERE //

Anywhere in the world. The concept expands far beyond the four walls of our in-house suites. Nursing a cappuccino in Paris? Building hospitals in Senegal? As long as there's broadband access, members can fire up their during a scheduled event time, flip on their web camera and get talkin'. Like an international dinner party. In your living room.

Contact: [info@toutsuite.com](mailto:info@toutsuite.com) // [www.toutsuite.com](http://www.toutsuite.com)  
Social Networks @ToutSocial: [www.twitter.com/ToutSocial](http://www.twitter.com/ToutSocial) // [www.facebook.com/ToutSocial](http://www.facebook.com/ToutSocial)  
[www.flickr.com/photos/ToutSocial](http://www.flickr.com/photos/ToutSocial) // [www.youtube.com/ToutSocial](http://www.youtube.com/ToutSocial) // [www.vimeo.com/ToutSocial](http://www.vimeo.com/ToutSocial)

HOW //

ToutSuite Social Club is changing the game; the concept expands far beyond the ToutSuite’s headquarters to members around the world; from Chatanooga to Paris. How does it all work? For the brand, the social club’s plush in-house suites set a lounge-style scene using state-of-the-art camera systems that allow the production team to broadcast 360-degree panoramas of the event.

On the consumer front, using their active webcams, members are able to log in via live video and twitter interactivity and communicate with both the in-studio guest(s), fellow attendees and hundreds of online participants. Members and brand makers get to chat, observe and interact better than if they were attending the event in-person. On-demand archive viewing and access to personal web journals from the brand makers are available post-event.

WHO //

*The game changers*

Susan Quinn and Didier Loustau are going meta- social, expanding beyond the boundaries of traditional video conferencing with an interactive, salon-style video platform that connects consumers from all over the world to the people behind their favorite brands. Susan’s the tech entrepreneur. Didier’s the content curator. And they’re both bringing their formidable expertise to the table.

Susan Quinn:



As a founder of two tech start-ups, Susan returns to the streaming media world where she first made a name for herself in the 1990s with Wordcasters, Inc., an innovative angel-funded start up where she conceived, developed and launched live text streaming to the world at large. The self-taught entrepreneur is excited to re-enter the tech space in order to create this revolutionary online community that is ToutSuite Social Club.

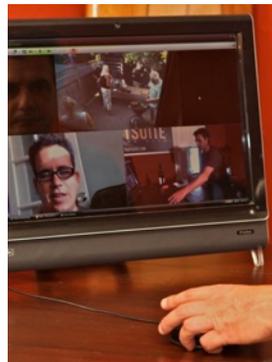
[quinn@toutsuite.com](mailto:quinn@toutsuite.com) // 415-531-8355

Didier Loustau:



Didier landed in Chicago in 1989, but it wasn’t until he arrived in Napa in 1994 that his unique expertise and skill – not to mention that charming French accent - helped establish Didier as a respected Bon Vivant in the Napa Valley. In 1997, Didier opened the first Dean & DeLuca on the west coast and remained with the company as the senior wine buyer until 2004. That same year, he launched DDC Shipping, LLC, an international wine shipping company specializing in very small boutique winery clients, and Loustau Wines & Marketing, a company founded upon the premise that scores of wine drinkers were missing out on mind blowing wines being made in minute quantities by talented individuals; artisans who invested their time, energy and (most importantly) their money in their craft rather than in getting their 15 minutes of fame.

[didier@toutsuite.com](mailto:didier@toutsuite.com) // 707-363-1539



Media Contact  
Ashley Nicole Teplin / Media-Ant.com  
[ashleyteplin@gmail.com](mailto:ashleyteplin@gmail.com) 310.210.3067