



## **Hot Shot Media Has Been Selected as One of Ten Innovative Companies Showcased at the Official CES 2011 Tweetup**

Hot Shot Media, a pioneer in the social photography space at the convergence of photo sharing and social gaming, is one of ten companies participating in The Tech Cocktail Innovation Showcase at the official CES Tweetup on Friday, January 7th, 2011. Hot Shot Media team members will demo some of their latest photo games and contests including SnapshotScholar.com, FotoVotr.com and MatchGamePhoto.com.

San Francisco, CA (PRWEB) January 6, 2011 -

Hot Shot Media, a pioneer in the social photography space at the convergence of photo sharing and social gaming, will be one of ten companies participating in The Tech Cocktail Innovation Showcase at the Official CES Tweetup on Friday, January 7th, 2011. Members of the Hot Shot Media team will be on hand demonstrating some of their latest photo games and contests including <http://SnapshotScholar.com>, <http://FotoVotr.com> and <http://MatchGamePhoto.com>. They will also debut the new FotoVotr native application that can be found on iTunes ( <http://itunes.apple.com/us/app/fotovotr/id406422901?mt=8> ) and preview a new, nationwide contest debuting later this year, Shutterbug Showdown.

The event is sold out and has over six hundred attendees registered. The showcase will be held at the Space Quest Lounge at the Las Vegas Hilton, blocks from the Las Vegas Convention Center where the Consumer Electronics Show (CES) is based. The official event hashtag is #CES.

"Hot Shot Media is delighted to be a showcased company at the official CES Tweetup and have the opportunity to share our social photography products - including FotoVotr, Snapshot Scholar and Match Game Photo - with such an important audience," says Danny Maco, CEO of Hot Shot Media. "We hope to be able to have more users playing our games and entering our contests as a result of our attendance and gain their invaluable feedback. Thank you to CEA, TECH Cocktail, and other organizers of the official CES Tweetup, for selecting Hot Shot Media to participate in their function."

About Hot Shot Media's Showcased Products:

Snapshot Scholar is a social photography contest for California residents 18 years and older that lasts nine weeks. Community votes help to determine the top 30 photos. From there, a panel of five celebrity judges will select one winning photo. Students simply submit their photos to the Snapshot Scholar Web site to win an award for themselves and the department, club or Greek organization of their choice. The combined award for the students and their chosen school's department, club, or Greek organization is up to \$10,000. California residents who are non-students are also eligible and can win a \$1,000 prize. Find Snapshot Scholar on Facebook, Twitter ( [@SnapshotScholar](#) ) and free at the Apple Web Apps Store ( <http://www.apple.com/webapps/games/snapshotscholarphotocontest.html> )

FotoVotr is a photo contest with weekly rounds where everyone has a chance to be recognized as having the best photo for that round. Anyone can submit photos to FotoVotr, potentially win a round and be promoted through our social media channels. Photos are selected for participation or uploaded by users, then voted upon by the whole Internet. Those receiving the most votes make it to the top of the Leaderboards. The more people you invite to vote, the easier it is to get into the top 10. Find FotoVotr on Facebook, Twitter ( [@FotoVotr](#) ), Flickr ( <http://www.flickr.com/groups/1525742@N22/> ), native application free on iTunes ( <http://itunes.apple.com/us/app/fotovotr/id406422901?mt=8> ) and free at the Apple Web Apps Store ( <http://www.apple.com/webapps/entertainment/fotovotr.html> ).

Match Game Photo is like an online version of the classic memory game. Once you visit the site you are instantly

provided with a game board filled with 25 photo tiles. Once you press the Start button, the timer begins and you must flip the tiles over until you find all twelve pairs. The user who finds all the pairs in the fastest time becomes the game guru. If you beat the Match Game Guru who holds the best time, you win the Game Pot AND become the new Guru.! Once you register, you can create your own Match Games with you own photos and then share your game with your friends across Facebook and the Web. Find Match Game Photo on Facebook, Twitter ( @MatchGamePhoto ) and free at the Apple Web Apps Store ( <http://www.apple.com/webapps/games/photomatchgame.html> ).

Shutterbug Showdown details will be provided in-person or by interview request only. To be notified when product launches, sign up for one of our products listed above and you will be notified by email or simply text HSMCES to 41411. Product preview requests are being considered now. To submit your request, email Jennifer Neeley Lindsay ( [jennifer\(at\)hotshotmedia\(dot\)com](mailto:jennifer(at)hotshotmedia(dot)com) ) with "Request to preview Shutterbug Showdown" in the subject line. Please detail the nature of your request.

#### About Hot Shot Media:

Hot Shot Media lives at the convergence of three of the most prolific online phenomena: social networking, photo sharing and social gaming. We are defining the social photography category with a leading platform, upon which Snapshot Scholar and a wide range of future photographic social games, challenges, sweepstakes and contests are based. The Company's unique approach to social gaming fully leverages and complements key social networks and photo sharing sites. The Hot Shot Media Group has offices in San Francisco, California; Sydney, Australia; and is headquartered in Singapore. It is in a comprehensive Joint Venture agreement with Mooter Media Limited, a public company listed on the Australian Securities Exchange.

For more information, please visit <http://hotshotmedia.com>. Please "like" us on Facebook, "follow us" on Twitter ( @HotShotMedia ) and sign up for alerts for the latest on Hot Shot Media ( <http://hotshotmedia.com/mlist.html> ).

#### About Mooter Media Ltd.:

Mooter Media is a developer and provider of digital media solutions and trades in the United States on OTCQX at a 1:200 ratio to its shares listed on the Australian Securities Exchange. The Company offers unique solutions in online marketing, including the adVantage contextual advertising platform. It is also a global innovator in revolutionary social photography concepts, allowing users to have fun with their memories. Mooter is a joint venture partner with Hot Shot Media Group, the developer of a novel photo-focused networking, social gaming and contest platform; and Woophy, a geo-targeted online photo community. It is listed on the Australian Securities Exchange and OTCQX International, and has offices in Sydney, Singapore, Hong Kong and San Francisco.

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