



THE “VALLEY GIRL SHOW” HEADS INTO FOURTH SEASON

Business Talk Show Kicks off Biggest Season To Date with More Than 50 New Episodes

SAN FRANCISCO, November 15, 2011—The “Valley Girl Show,” which can be compared to a business-oriented version of the “Ellen DeGeneres Show,” is kicking off its fourth season today with more than 50 new episodes. The witty, entertaining and informative new media web-based talk show, hosted and produced by Jesse Draper, features the world’s most influential CEOs and entrepreneurs in a fun and digestible twist to standard “business talk.” In the upcoming fourth season, Jesse interviews some of the biggest names in business and technology, including Tony Hsieh (CEO of Zappos), Jimmy Wales (Co-Founder of Wikipedia), and Joe Saunders (CEO of Visa).

“I launched the “Valley Girl Show” in hopes to add an exciting twist to the standard business talk show,” said Jesse Draper, Host and Producer of the “Valley Girl Show.” “Our fourth season is double in size, and many of the guests are personal heroes of mine.”

Since launching the show in 2008 out of her family’s garage, Ms. Draper has had a variety of well-known guests on the show from business and tech gurus including, Ted Turner (Founder of CNN), Craig Newmark (Founder of Craigslist) and Eric Schmidt (Former CEO of Google) to former athletes such as Mike Tyson (Former Boxer) and Ronnie Lott (Former football player). The new season includes Sheryl Sandberg (COO of Facebook), Sabeer Bhatia (Co-founder of Hotmail), Michael Lewis (financial journalist and non-fiction author), Julia Hartz (President and Co-Founder of Eventbrite), Peter Gotcher (CEO of Digidesign), Lori Steele (CEO of Everyone Counts), Ms. Draper’s grandfather Bill Draper (Founder and General Partner of Draper Richards), her father Tim Draper (Founder and Managing Director of Draper Fisher Jurvetson) and many more.

During each episode on the signature pink set, Ms. Draper engages her guests with fun games while asking tough questions and getting informative information for her viewers. This season viewers can tune in to watch some of the most influential CEOs blowing bubbles, dancing, singing and hula hooping during the show.

Viewers can now enjoy the fourth season episodes through the “Valley Girl Show’s” new mobile Apps, TV boxes including Roku and Boxee, and television screens at fast-food restaurants such as Taco Bell and Arby’s. These added distribution channels will help the show reach greater audience demographics, making a larger impact on the new media world.

A new show will air two to three times per week starting Tuesday, starting November 15th. The first week will feature Julia Hartz (President and Co-Founder of Eventbrite) on November 15th and financial journalist and non-fiction author Michael Lewis, will launch on November 17th.

Ms. Draper is a professional American actress, entertainment entrepreneur, producer, writer and social media expert. She is well known for her supporting role as “Jesse”, the nanny from the Nickelodeon’s popular show, “The Naked Brothers Band”. This year she is also starring in several Indie films including “No One Will Know,” “Doggie Boggie: Get Your Grrr On!” and “It’s a Disaster” with America Ferrera and Julia Stiles.

Check out the “Valley Girl Show” at valleygirl.tv.

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