



RED  
ROOM .com

where the writers are



## Red Room Omnimedia Corporation

Red Room is a Web 2.0 social media company leveraging high-quality user-created multimedia content to generate online advertising revenue. The company has quickly become the online home of many of the world's greatest authors, by providing a free, easy-to-use, design-rich social networking and content management platform that authors love, where they promote themselves and connect directly with readers and colleagues.

For the latest press about Red Room or for more information, visit [www.redroom.com/press-room](http://www.redroom.com/press-room), call (415) 822-1922, or email us at [press@redroom.com](mailto:press@redroom.com). Articles are not for use without permission of the individual article's publisher.

## Red Room in the News



November 2008

**In its "Live Your Best Life" section, *O, The Oprah Magazine*, recommended that:**

*"If you have only ... 5 minutes: Read the daily musings of both novice writers and literary celebrities on the lively redroom.com, an online social network for authors and readers (Amy Tan and James Patterson are among the frequent blog contributors)."*

[Instant Inspiration: November's Best Sights, Sounds, Ideas, Solutions](#)

## San Francisco Chronicle

July 16, 2008

**Longtime popular *San Francisco Chronicle* columnist Leah Garchik covers Red Room's event at Tosca, a literary landmark:**

*"The authors and readers site Redroom.com threw a book-signing and hello-everybody party at Tosca on Tuesday, and it was packed with local literati and glitterati (Bharati Mukherjee, Clark Blaise, Adair Lara, Bill LeBlond, Wendy Merrill, Jane Ganahl, Daniel Handler, Lisa Brown, Muriel Maffre, Ben Pierce, Susanne Pari, Bea Bowles, Terry Clark, Kathi Goldmark, Ishmael Reed, Ben Fong-Torres, William Poy Lee, Tom Barbash and Redroom founder Ivory Madison). The signer-in-chief was Will Durst, whose new book is "The All-American Sport of Bipartisan Bashing."*

[The delicate dance of joke-making](#)

## VANITYFAIR

March 10, 2008

***Vanity Fair* features redroom.com in the April edition's "The Cultural Divide" section:**

*"Imagine an interactive literary hub where you can check out authors, browse books, read blogs, listen to readings, or find out about upcoming events in your corner of the world. Redroom.com, a compendium of all things writerly, features luminaries such as Maya Angelou and Khaled Hosseini, and debut novelists including Patry Francis."*

[Reading Room](#)

# GENTRY

March 6, 2008

**San Francisco Peninsula *Gentry Magazine* forecasts that redroom.com will bring thousands together to bond over literature:**

*"A San Francisco-based website is bringing all your favorite authors together in one room. Best of all, they want you to be there, too."*

[Reading, Writing, and the Red Room](#)



March 5, 2008

**Content and creative industry website MediaBistro reveals that social networking has reached the next level:**

*"Writers of all levels and aspirations (like 'leader of the free world') come to the site to meet, discuss, debate, find encouragement, and even hawk upcoming work."*

[Hey, How'd You Build an Internet Hot-Spot for Authors, Ivory Madison, CEO, Redroom.com?](#)

(subscription only)

**CONTRA COSTA TIMES**  
ContraCostaTimes.com

**MercuryNews.com**  
The Mercury News Silicon Valley

February 18, 2008

**The *Contra Costa Times* and *San Jose Mercury News* highlight Red Room's high profile authors, including presidential candidate Barack Obama:**

*"One of the latest writers to join is Barack Obama, author of The Audacity of Hope and Dreams from My Father and, oh, a presidential candidate."*

[Big names behind online writers community](#)

**Oakland Tribune**

February 16, 2008

**The *Oakland Tribune* hails Red Room's local SF Bay Area authors:**

*"Novelist Amy Tan, author of The Bonesetter's Daughter, blogs weekly there. Poet Ishmael Reed graces the homepage with an essay about boys reading in his Oakland neighborhood. And Terry McMillan and Maxine Hong Kingston all helped to get it going."*

[A place online for writers to social-network](#)

**San Francisco Chronicle**

January 8, 2008

**The *San Francisco Chronicle* calls Red Room "a literary MySpace," an idea whose time has come:**

*"One of the more ambitious online communities for writers to date and perhaps the most timely, aiming to capitalize on the current potential for profitability of social-networking sites."*

[Literary Web site Redroom a new chapter for authors, book lovers](#)

**DOWJONES**  
**VentureWire**

December 07, 2007

**VentureWire praises Red Room's vision and appeal:**

*Red Room launches "a social network and Web tool for writers ... and a roster of A-list authors ... The site allows authors to easily set up their own Web sites and update them ... as people can do on sites such as Facebook or MySpace."*

[Red Room Gets \\$1.25M for Author Social Network](#)

(subscription only)



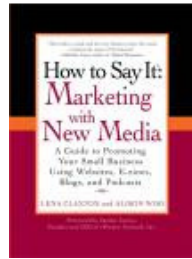
December 05, 2007

**Red Herring describes the advantages of a site that “gives authors complete control.”**

*“While other social media sites ... are focused on readers sharing reviews and bragging about the size of their libraries, the Red Room gives web-shy authors an easy place to promote their work, list book tour dates, blog, post podcasts and videos of readings, and communicate with fans and other authors.”*

[Writer Site Red Room Flicks Switch](#)

## Books



September 2008

**Prentice Hall Press’s How to Say It: Marketing with New Media—a business owner’s guide to effectively marketing their company to today’s ever-evolving online community—cites Red Room as an example of how businesses can use social media sites to expand their horizons:**

*“Every day social media sites pop up with a new focus on specific target audiences. Ivory Madison launched Red Room (www.redroom.com), a social media site for the literary world, at the beginning of 2008. It is already home to hundreds of authors, including numerous bestsellers ... [Madison said,] ‘The website was born out of the desire to provide a place where writers could showcase their work and help those who might be intimidated by technology. Our goal is to help writers with the business side while also building a great community.’”*

[How to Say It: Marketing with New Media](#)

## Industry Blogs



December 13, 2008

**In their “Writer’s Toolbox,” tech news blog mashable.com recommends Red Room for writers who seek maximum exposure and maximum sales:**

*“Red Room – A social network for authors to maintain pages and readers to get better acquainted with those they know and those they may not know so well. Red Room is packed with blogs, essays, videos, podcasts, events and more. It’s one of those places which, the deeper you delve, the more engaging it feels. And it’s still in beta!”*

[Writer’s Toolbox: 35 Best Tools for Writing Online](#)



August 15, 2008

**In an interview with Red Room CEO Ivory Madison, mystery-writer website Murderati praises Red Room for:**

*“...taking the blog concept and turning it into a vital resource for the writing community. Red Room celebrates their authors, shows a new respect for the literary world, and manages to have a healthy sense of humor. All wonderful reasons to join the community. And not only is a cool place to hang out, the site itself is a masterpiece. The dedicated staff of Red Room maintains an ever-changing site which not only looks beautiful, but is functional and easy to use. It’s especially good for people who don’t like technology, because it is simple and straightforward. They take the guesswork out of having a web presence.”*

[A Murderati Interview with Red Room Founder Ivory Madison](#)



August 12, 2008

**Feminist Australian blog “The Dawn Chorus” interviews Red Room CEO Ivory Madison about the *Huntress* series and Red Room:**

*“Ivory is something of a superhero herself—when she’s not writing (and even when she is), she is the CEO and founder of Red Room, an online community for writers (and editors, and publishers, and readers!) that has been hailed as ‘MySpace for writers’ and counts luminaries like Maya Angelou, Amy Tan and Barack Obama amongst its many members. All this, and she is just 29.”*

[Women We Love: Ivory Madison](#)



June 4, 2008

**The Social Networking Weblog saw the benefits Red Room can provide for writers and their careers:**

*“Post entries to your blog and have your blog entries featured on Red Room. Then other people can comment on your writing. You can comment on their blog posts too. If you are a writer, use Red Room to make connections with other writers and maybe even use Red Room to help advance your writing career.”*

[Your Favorite Authors](#)



March 28, 2008

**“Technology, Gadgets, & How Tos” blog geeksugar chose Red Room as their website of the day:**

*“Enter Redroom, ‘where the writers are,’ and find your favorite living authors blogging, recording podcasts, and chatting online in one place. When you join, you gain access to people like Amy Tan and Tobias Wolff, and can interact with them through the site.”*

[Website of the Day: Redroom](#)

PERSONANONDATA

February 26, 2008

**In an interview with publishing industry blog PersonaNonData, Ivory Madison reveals:**

*“The platform gives unknown authors a chance to promote themselves and be part of a larger conversation with a larger audience ... we’ll provide the same important service for lesser-known writers that MySpace did for bands.”*

[Five Questions with Redroom.com](#)



February 22, 2008

**USA Today’s Technology Live blog talks about Red Room’s newest members:**

*“Maya Angelou, Salman Rushdie, Clive Barker, Amy Tan and Barack Obama all recently joined the same social network ... Red Room, a slick new online enclave of literary types.”*

[Obama joins social network](#)

INSTAPLANET NEWS SATELLITE

February 16, 2008

**International arts, media, trends, and lifestyles web magazine Instaplanet sees redroom.com as an “encyclopedic global online community for writers and their readership”:**

*“Redroom.com is a pragmatic response to the well-established fact that many authors whose primary focus is the printed word are strangers to self-promotion via the Internet. The Red Room site provides a forum for viral marketing on the www.”*

[Seeing Red at Redroom.com](#)



UNIVERSITY OF  
CALIFORNIA PRESS

January 8, 2007

**The University of California Press Blog describes how Red Room is the right place at the right time:**

*"There's a definitely a niche to be filled in connecting avid readers with books and authors."*

[Roll out the Red Carpet for Authors](#)



December 27, 2007

**Technology news blog Profy.com applauds the site's design and purpose:**

*"Elegant ... well crafted, both in appearance and its intuitive utility ... It brings the literary landscape – which, for many, is an arena tapped only as an observer through bookstores and public libraries – a touch closer to the reader; and vice versa."*

[Red Room, Network for Writers and Readers Alike, Goes Live](#)

**VentureBeat**

December 07, 2007

**Venture Beat explains why Red Room has excellent potential for profitability:**

*"While Facebook, MySpace and their ilk get most of the press, niche social networks are gaining ground ... Red Room is part of this trend, and it seems well positioned to exploit its niche because it's giving a community without much tech savvy an easy way to start marketing itself."*

[Social network for writers attracts celebrity authors, raises \\$1.25M](#)