



NEWS RELEASE

MNTN Appoints Frank Lee as Senior Vice President of Agency Partnerships

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Former Snap exec and veteran agency leader joins MNTN as more agencies turn to Performance TV to drive measurable results for clients

NEW YORK--(BUSINESS WIRE)-- **MNTN** (NYSE: MNTN), the technology platform bringing performance marketing to Connected TV, today announced that Frank Lee has joined the company as Senior Vice President of Agency Partnerships, following his most recent role as Global Head of Independent Agencies at Snap.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20260819282942/en/>

Frank Lee, Senior Vice President of Agency Partnerships,
MNTN

Lee will lead MNTN's agency business, focused on expanding MNTN's agency ecosystem, deepening relationships with independent and holding company agencies, and helping partners unlock new growth through Performance TV.

The appointment comes as agencies increasingly embrace Connected TV as a performance channel. Over the past year, MNTN's agency business has grown significantly as more agencies extend their marketing playbook beyond search and social to CTV.

"The best agencies are always looking for the next competitive edge for their clients," said **Mark Douglas**, President and CEO of MNTN. "Performance TV is rapidly becoming one of them. Frank has spent his career

helping agencies stay ahead of where advertising is going, and now he's joining us to lead the next chapter of our agency business."

Lee brings more than 25 years of experience across search, social, ecommerce, and Connected TV. At Snap, he led Independent agency partnerships across the U.S. and Europe. Prior to Snap, Lee co-founded and led RealEyes Digital as CEO, driving the company's growth through its 2024 acquisition by AdMax Local, where he then served as President. Previously, he held leadership positions at Meta, The Search Agency, DataPop, and Overture, giving him a front-row seat to nearly every major evolution in performance marketing.

The appointment adds to MNTN's growing leadership bench, following the recent additions of Chief Revenue Officer Garland Hill and Global Head of Premium Content Peter Blacker, as the company invests in new initiatives to fuel its next phase of growth.

About MNTN

MNTN (NYSE: MNTN) is the Hardest Working Software in Television™, bringing unrivaled performance and simplicity to Connected TV advertising. Our self-serve technology makes running TV ads as easy as search and social and helps brands drive measurable conversions, revenue, site visits, and more. MNTN was named one of Fast Company's Most Innovative Companies and Next Big Things in Tech, and was recently featured on the cover of INC's Best in Business Issue. For more information, please visit <https://mntn.com/>.

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