



Online Advertising Veteran Todd Bowman Joins appssavvy As Senior Vice President of Sales

NEW YORK – Jan. 12, 2010 – appssavvy (www.appssavvy.com), a direct sales team for the social media space, today announced the addition of Todd Bowman as senior vice president of sales. Bowman joins Chris Cunningham, CEO and Michael Burke, president, along with Calvin Wong, executive vice president of sales operations and product, as the most recent addition to appssavvy’s senior management team.



“Todd is a significant addition to our team as we enter 2010,” said appssavvy’s Cunningham. “He brings more than a decade of experience in the digital media space, vast expertise in the media landscape as a whole and relationships with leading agencies and advertisers. Todd has built a stellar reputation for himself and we look forward to building upon that as he assists in taking appssavvy to the next phase of its growth after reaching profitability in October of last year.”

Bowman arrives at appssavvy from Condé Nast Digital Media where he served as West Coast sales director since early 2007 working with a number of marquis brands including Apple, HP, Lexus, Microsoft and Sony. Previously, Bowman served as the Los Angeles director at Forbes.com and prior to moving to the West Coast was a regional sales manager at Forbes.com in New York and a director at Conducive, a company focused on direct response solutions.

As senior vice president of sales, Bowman is based in New York City and will be responsible for overseeing the entire sales organization, creating strategic initiatives to identify and develop relationships with brands and agencies, and partnering with the management team to streamline operations and increase efficiencies across the company.

Bowman began his advertising career at DoubleClick now part of Google. He holds a bachelor’s of arts degree from the University of Delaware.

Jared Zlotnick, senior account executive of East Coast Sales

In addition to Bowman, Jared Zlotnick also joins appssavvy’s direct sales team for the social media space as senior account executive serving the East Coast. He most recently served as an account manager at AOL Advertising.

About appssavvy

appssavvy is a direct sales team that connects hundreds of social media applications on Facebook, MySpace, Google and iPhone with leading brands and agencies. Partnered



where brands and apps socialize

with the largest vertical social applications in entertainment, moms, travel, games and pets, appssavvy provides advertisers with contextually-relevant programs. Understanding that social media is about people, appssavvy focuses on users, understands their current activity and develops ad campaigns, programs and social strategies that provide value to the ecosystem. appssavvy leverages existing audiences and utilizes all facets of social media to connect advertisers with people. For more information, visit www.appssavvy.com.

###

CONTACTS:

Steve Stratz

Illuminate Public Relations for appssavvy

206.300.9134

steve@illuminatepr.com

Minou Nguyen

Illuminate Public Relations for appssavvy

206.779.4559

minou@illuminatepr.com