



appssavvy Co-founder and CEO Chris Cunningham Named Ernst & Young Entrepreneur Of The Year[®] 2010 Award Finalist in Metro New York

NEW YORK – May 26, 2010 – appssavvy (www.appssavvy.com), a direct sales and services team for the social media space, today announced that Co-founder and CEO Chris Cunningham, is a finalist for the Ernst & Young Entrepreneur Of The Year[®] 2010 Award in Metro New York. According to Ernst & Young LLP, the awards program recognizes entrepreneurs who demonstrate extraordinary success in the areas of innovation, financial performance and personal commitment to their businesses and communities. Cunningham was selected as a finalist from almost 70 nominations by a panel of independent judges. Award winners will be announced at a special gala event on Tuesday, June 15th at the Marriott Marquis, Times Square, NY.

“It is a tremendous honor to be recognized as a finalist for such a prestigious award,” said Cunningham. “However, while this award is individual, it is really only possible because of the great Co-founder, business partner and friend Michael Burke, and the rapidly growing appssavvy team of more than 40 professionals.”

The Ernst & Young Entrepreneur Of The Year awards program celebrates its 24th anniversary this year. The program has expanded to recognize business leaders in over 135 cities in 50 countries throughout the world.

Regional award winners are eligible for consideration for the Ernst & Young LLP Entrepreneur Of The Year national program. Award winners in several national categories, as well as the overall national Ernst & Young Entrepreneur Of The Year award winner, will be announced at the annual awards gala in Palm Springs, California on November 13, 2010. The awards are the culminating event of the Ernst & Young Strategic Growth Forum, the nation’s most prestigious gathering of high-growth, market-leading companies.

Sponsors

Founded and produced by Ernst & Young LLP, the Entrepreneur Of The Year awards are pleased to have the Ewing Marion Kauffman Foundation and SAP America as national sponsors. In Metro New York, sponsors include platinum sponsors Fidelity Investments, HSBC, Scherzer International, silver sponsors Solomon Edwards Group and WithumSmith+Brown and local supporters Accounting Management Solutions and Empire Valuation Consultants.

About Ernst & Young’s Entrepreneur Of The Year[®] Awards Program

Ernst & Young’s Entrepreneur Of The Year[®] is the world’s most prestigious business award for entrepreneurs. The award makes a difference through the unique way it encourages entrepreneurial activity among those with potential and recognizes the contribution of people who inspire others with their vision, leadership and achievement. As the first and only truly global award of its kind, Ernst & Young Entrepreneur Of The Year[®] celebrates those who are building and leading successful, growing and dynamic



where brands and apps socialize

businesses, recognizing them through regional, national and global awards programs in more than 135 cities in 50 countries.

Ernst & Young refers to the global organization of member firms of Ernst & Young Global Limited, each of which is a separate legal entity. Ernst & Young LLP is a client-serving member firm of Ernst & Young Global Limited located in the U.S.

About appssavvy

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

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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