



appssavvy Adds Trio of New Direct Sales Team Members To Drive Social Media Application Advertising

NEW YORK – March 2, 2009 – appssavvy (www.appssavvy.com), a direct sales team for the social media space, today announced the addition of three new members serving social media application developers and publishers, and brands and agencies across the U.S.

Joining appssavvy include Jeremy Greenspan, Midwest sales director, Lo Noroña, director, business development on the West Coast, and Fletch Tison, East Coast senior account executive.

“The social media application space continues to grow exponentially and to best serve the needs of developers and publishers and brands and agencies we’ve strengthened our direct sales team with the addition of Jeremy, Lo and Fletch,” said Chris Cunningham, founder and CEO of appssavvy. “The addition of our latest three hires brings strong digital, advertising and publisher experience to the appssavvy team and to our growing list of clients.”

Jeremy Greenspan, Midwest director of sales

Greenspan comes to appssavvy most recently from OK! Magazine/OKmagazine.com. Previously, he spent time in the agency world at Mindshare working on Kimberly-Clark and Sears.

Lo Noroña, West Coast director, business development

Noroña’s most recent experience was at Ad Infuse, where he drove marketing for advertising sales and publisher business development. He also co-managed the development of Ad Infuse’s mobile advertising products. Noroña also spent time at Freestyle Interactive working on Electronic Arts and EA Sports.

Fletch Tison, East Coast senior account executive

Tison comes to appssavvy from Vault.com where he created and monetized the digital, interactive and print campaigns for clients, including IBM, PriceWaterhouseCoopers and BNP Paribas. In addition, he helped to establish, develop and sell into new verticals, such as engineering, management consulting and accounting for the company.

appssavvy’s direct sales team can be reached at advertising@appssavvy.com.

About appssavvy

appssavvy is a direct sales team for the social media space. The company based in New York City connects hundreds of social media applications with leading brands and agencies. appssavvy provides advertisers with contextually-relevant targeted media opportunities reaching an audience of more than 50 million unique online consumers enjoying social media applications. Developers generate significant revenues through appssavvy’s integrated sponsorship capabilities for brands and agencies. For more information, visit www.appssavvy.com.



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