



appssavvy Strengthens Senior Management Team Names Sushene Swenson to Lead Finance

Swenson brings senior level experience from 24/7 Real Media, Deloitte and PricewaterhouseCoopers to appssavvy's direct sales team for the social media space

NEW YORK – April 13, 2009 – appssavvy (www.appssavvy.com), a direct sales team for the social media space, today named Sushene Swenson as director of finance. Swenson takes over responsibilities for appssavvy's financials and an array of company operational duties.



“As appssavvy rides its next wave of growth, it was critical to bring in a seasoned financial executive,” said Chris Cunningham, founder and CEO of appssavvy. “Sushene fits the bill perfectly. Her experience brings strong financial expertise to the appssavvy senior management team, which will improve our efforts to best serve developers, brands and agencies tackling the social media landscape.”

Swenson joins appssavvy from Dulcinea Media where she served as COO and CFO. Previously, Swenson spent three years at 24/7 Real Media, now part of WPP, one of the world's leading communications services group. At 24/7 Real Media, she was responsible for driving the publicly-traded company with 20 offices in 12 countries' Sarbanes-Oxley compliance for the first time. Swenson accomplished the feat in seven months, managing dozens of employees and consultants. In addition, her team's efforts were used as an 'example client' by 24/7 Real Media's auditors when telling their clients about best practices for Sarbanes-Oxley compliance.

Also at 24/7 Real Media, Swenson's final role was director of investor relations. In this position, she managed all external market communications with analysts, investors, and quarterly earnings reports. Previously, Swenson was an audit senior associate at “Big Four” accounting firms Deloitte and PricewaterhouseCoopers. She holds a bachelor's of science degree in Accounting & Information Services from the University of Massachusetts, Amherst.

About appssavvy

appssavvy is a direct sales team for the social media space. The company, based in New York City and backed by TRUE Ventures, Scott Kurnit, founder of About.com and The New York Times Company, connects hundreds of social media applications 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 reaching an audience of more than 50 million unique online consumers. appssavvy creates opportunities across the largest social platforms for brands to share in social activity around content,



community, planning and product recommendations. 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