



appssavvy Promotes Vida Mylson to Vice President of East Coast Sales

NEW YORK – Aug. 12, 2009 – appssavvy (www.appssavvy.com), a direct sales team for the social media space, today announced the promotion of Vida Mylson to vice president of East Coast sales for the company. She previously served for more than a year as East Coast sales director working with a number of agencies and brands including Absolut Vodka, Coca-Cola, Heineken, Lufthansa, St. Martin’s Press and Wyeth’s ChapStick.



“Vida has played a vital role in growing appssavvy over the past year by implementing an aggressive sales strategy that drives revenues and results for the company and, most importantly, our agency and advertiser clients,” said Chris Cunningham, founder and CEO of appssavvy. “Promoting Vida as our first vice president of sales is a big step, not only for her, but for appssavvy as it demonstrates our direct sales team’s traction in the marketplace of connecting the best agencies and largest brands with contextually-relevant, integrated marketing programs with social media’s most popular apps.”

In Vida’s new role, she is responsible for overseeing appssavvy’s direct sales team of four directors serving the East Coast and initiatives focused on bringing advertisers into the conversation of social media marketing. She will report directly to Cunningham and appssavvy Co-founder and President Michael Burke.

Prior to appssavvy, Vida’s media experience included stints at Undertone Networks and Newspapers First, managing both interactive and print in the national automotive vertical. She also spent seven years at Time Warner Media.

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.

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