



appssavvy Names Social Media Pioneer Calvin Wong as Executive Vice President of Advertising Sales and Operations

Wong, a co-founder of Community Connect, the leading publisher of niche social networks, brings significant experience to appssavvy's direct sales team for social media applications

NEW YORK – Aug. 19, 2008 – appssavvy (www.appssavvy.com), a direct sales team for social media applications, today named social media pioneer Calvin Wong as executive vice president of advertising sales and operations. Wong joins appssavvy's CEO Chris Cunningham and President Michael Burke, as the third member of the company's senior management team.

“Calvin joining appssavvy is a significant endorsement of our business and efforts to connect social media application developers with brands and agencies,” said appssavvy's Cunningham. “Calvin is a pioneer in social media dating all the way back to co-founding Community Connect in 1996. His experiences and expertise will play a vital role in growing appssavvy and, most importantly, creating successful social media application campaigns on behalf of our growing base of developer, brand and agency partners.”

Wong joins appssavvy from the company he co-founded in 1996, Community Connect, Inc. (CCI), the leading publisher of niche social networks. CCI operates BlackPlanet.com, AsianAve.com, MiGente.com, GLEE.com and FaithBase.com targeting African Americans, Asian, Hispanic, GBLT and Christian audiences respectively. CCI boasts more than six million unique consumers generating 500 million page views per month. CCI was acquired by Radio One, Inc. (NASDAQ: ROIK) in April of this year.

“Calvin's unique view of the social media landscape is unparalleled,” said appssavvy's Burke. “In his new role, Calvin is a new partner in helping determine appssavvy's product, sales and financial growth strategy.”

Most recently, Wong served as senior vice president of advertising sales at CCI, leading the Client Solutions Group which included National Advertising Sales Staff, Account Management, Traffic and Creative Services. Wong's team created marketing solutions for advertising agencies and brand marketers, including State Farm, MTV, General Motors, U.S. Army, Remy, Ford and Volvo.

Previously at CCI, Wong was vice president of performance advertising and was general manager of advertising sales, sales operations and business development. He holds a bachelor of art's degree in Finance and Information Systems from New York University's Stern School of Business.

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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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