

151 Ventures Adds Former HP Chief Technologist to Advise Mobile Startups

*David Croslin Joins the 151 Ventures Advisory Board Program to Help
Mobile Technology Companies Successfully Go To Market*

NEW YORK, NY (March 18, 2010) -- 151 Ventures, a leading execution-focused consulting and advisory firm for mobile and wireless technology companies, today announced that David Croslin will join its team of executives as a part of the 151 Ventures Advisory Board Program. The program is designed to help technology startups get off the ground quickly and accelerate their growth. Mr. Croslin is the former Chief Technologist of Communications, Media and Entertainment at Hewlett Packard as well as former Chief Product Architect at Verizon Business, where he was responsible for all IP, Web and next generation products.

“With his extensive background in product innovation, David is the perfect fit to join our Advisory Board Program to help startups overcome their business and product development challenges,” says Bill Rom, Managing Partner of 151 Ventures. “Many young companies think they’re prepared for success, whether they’ve received funding or not, when in reality there’s still a lot of work to be done to generate revenue and create a sustainable business model and that’s where we add value.”

The 151 Ventures Advisory Board Program was launched in January 2009 to help early-stage mobile and wireless technology companies get to market faster and more successfully. Whether they need help refining sales and marketing strategies, business development, expanding channels and distribution, shaping their revenue model, product development or even fundraising, executives of emerging technology companies can take advantage of the 151 Ventures management and entrepreneurial experience.

As a part of the 151 Ventures Advisory Board Program Mr. Croslin, an industry leading visionary and innovator with over 25 granted and pending patents, will advise companies on how to develop their new products and enhance existing ones to effectively disrupt markets and carve out new market opportunities.

“I’m looking forward to helping the management and development teams of innovative technology companies accelerate their exciting period of growth,” said Mr. Croslin. “The 151 Ventures team has quite a track record of helping companies succeed and I’m excited to be a part of it.”

The Advisory Board Program gives technology startups and emerging growth companies access to a team of senior executives that have held executive level positions at Fortune 500 companies and bring experience from more than 20 successful technology startups. These

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companies can tap into the entire executive team for a few hours a month, at an investment designed specifically to address the financial restrictions of a new company, to bounce ideas, deal with market challenges and opportunities, source valuable contacts and get insight that leads to long term results.

For more information about the 151 Ventures Advisory Board Program and to download our Free Go-to-Market Checklist to assess how well your company is prepared for growth, visit <http://www.151ventures.com/abs.htm>.

About 151 Ventures

151 Ventures is a leading execution-focused consulting and advisory team of executives for early and growth-stage mobile technology and software companies that develops and drives new revenue through proven business development, sales and distribution strategies. The team helps clients develop a winning strategy to build revenue and then execute it to drive profits. With more than 100 years combined experience building profitable technology companies, our team members come from executive level positions at Fortune 500 companies and bring experience from more than 20 successful technology startups. We leverage our extensive relationships around the world to position clients for growth and long term success. For more information, visit <http://www.151ventures.com>.