

151 Ventures Adds Accomplished Mobile and Wireless Executive to its Team

Karen Davis-Farage Joins 151 Ventures to Service Growing Mobility Marketplace Business

NEW YORK, NY (October 28, 2009) -- 151 Ventures, one of the nation's premier advisory firms for mobile technology and software companies, today announced that Karen Davis-Farage will join its team of executives as a Senior Director. Ms. Davis-Farage brings more than 25 years of experience in mobile and wireless technologies and software services with both corporate and venture backed organizations.

"We're excited to have Karen join our team of executives to help meet the needs of our growing client base in the mobile and wireless business," said Valerie Kahn, co-founder and Managing Partner of 151 Ventures. "Her executive experience in channel and sales management as well as building strategic alliances in the wireless industry will be particularly valuable to the growing roster of 151 Ventures clients that need to drive profitability through the channel. Karen strengthens our expertise and the breadth of services we provide to our clients, and her track record of developing profitable partnerships in the mobility ecosystem speaks for itself."

151 Ventures is an execution-focused consulting team for early and growth-stage mobile technology and software companies that develops and drives new revenue for clients through proven business development, sales and distribution strategies. In her new role, Ms. Davis-Farage will identify companies in the mobile and wireless space who would benefit from the knowledge and expertise of the 151 Ventures team with the goal of driving business results for 151 Ventures clients.

"I'm thrilled to join 151 Ventures and work with some of the most experienced, knowledgeable and connected professionals in mobility," said Ms. Davis-Farage. "I'm passionate about the wireless market, which is experiencing explosive growth, and I look forward to helping companies align and operationalize their strategic goals with their sales, channel and alliance execution."

Prior to joining 151 Ventures, Ms. Davis-Farage was the Vice President of Business Development at Antenna Software, developers of wireless platform and wireless software solutions, where she managed partnerships through reseller, referral and collaborative selling models while growing the partner pipeline to 70% of net sales. Her thought leadership drove new channel strategy and distribution models for software services through partners when the wireless and mobility sector was still in early development. She recruited a mobility ecosystem including carriers, platform, device, ISV and SI Partners such as AT&T, Verizon, Microsoft, RIM, Motorola, HP, Oracle, Accenture and Bearing Point.

Contact:

Trevor Leb

Phone: 818-469-4852

Email: tleb@151ventures.com

Earlier in her career, Karen was Vice President of Business Development at Calico Commerce, developers of eCommerce enterprise software, where she was responsible for building partnership and SaaS strategies with the world's leading consulting organizations. Karen has also led national and regional sales and channel management teams at Borland Corporation, Oracle Corporation, and Burroughs Corporation.

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>.