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Mashery Named as a Finalist in CNET Webware 100

Nomination reinforces company's lead in API management

SAN FRANCISCO – April 9, 2009 – [Mashery](#), the leading provider of on-demand API management solutions, today announced it was chosen as a finalist in the [CNET 2009 Webware 100 Awards](#). Mashery's API management platform was chosen as a finalist in the Infrastructure and Storage Category, which includes the best in Web application platforms and tools, online storage and synchronization products.

The San Francisco-based company manages APIs for some of the [biggest and most recognized brands](#), including MTV, The New York Times, Netflix, The Guardian, Etsy, Best Buy, Hoover's, Lonely Planet, LinkedIn and Calais. A well-known acronym among software developers, APIs have become a hot topic outside of the tech community as companies look for ways to leverage content for greater revenue and awareness. Mashery's infrastructure gives them the ability to control and monetize the distribution and use of that content by third-party providers.

"Over the past year, Mashery has been at the heart of the most significant moves by non-tech companies to enable their data to be mashed into Web applications," said [Oren Michels](#), CEO, Mashery. "Being nominated as a finalist reinforces the hard work and dedication we put in every day to make Mashery the industry's best and most widely-used API management platform."

Mashery is one of 300 finalists in this year's Webware 100. Finalists were selected by CNET's Webware editors from a pool of more than 5,000 qualifying Web 2.0 services nominated by the site's readers. Voters will decide which services emerge from the 300 finalists as the Webware 100 winners by voting on Webware.com starting Mar. 31 at noon Pacific Time. Votes can be cast at <http://www.cnet.com/html/ww/100/2009/poll/infrastructure.html> The 2009 Webware 100 Awards will be announced on May 19.

About Mashery

Mashery is [the leading provider of on-demand API management solutions](#). Business development executives of today rely heavily on web services and APIs to recruit and manage their strategic partnerships. Mashery provides the management, infrastructure, and metrics required to build a scalable business development channel using web services. Media, entertainment, and information sectors are taking advantage of Mashery's on-demand services to partner with interactive properties and broaden distribution. Launched in 2006, Mashery is backed by First Round Capital, Formative Ventures, The Accelerator Group, .406 Ventures and many prominent angel investors. For more information, please visit www.mashery.com

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