



Mashery Services Help Support Communication Across Shopping.com's Growing Web 2.0 Developer Community

Unique integration with salesforce.com's Force.com platform helps Shopping.com easily bring data to online community

SAN FRANCISCO –April 28, 2008 – Mashery, a leading provider of solutions to help companies build, promote, support and manage access to Web services and data, today announced that Shopping.com™, the leading online comparison shopping site, has selected its software and services to manage Shopping.com's vibrant developer community.

Mashery's unique tools enable Shopping.com to provide stellar support to its existing broad network of developers, while allowing the company to scale support to keep pace with the continued adoption of Shopping.com's leading Web services.

Mashery created a full-service developer community and communications platform for Shopping.com, including a blog, partner gallery, documentation repository and fully interactive forum. Mashery also provides a seamless front end to Shopping.com's knowledge base and support ticket management systems that are powered by salesforce.com, the market and technology leader in Software-as-a-Service (SaaS) and Platform-as-a-Service (PaaS).

Using the Force.com Web Services API, Mashery was able to provide developers with direct access to critical data and support services without leaving the Mashery-powered Shopping.com developer portal.

"Our relationship with Shopping.com is a unique use of our company's services and shows the increasing need for services that can help manage developer communities," said Oren Michels, CEO and co-founder of Mashery. "In this situation we had an opportunity to work with Shopping.com across the entire stack, providing developers with a seamless experience and helping to save time and money."

As part of its relationship with Shopping.com, Mashery works with salesforce.com on the back end to support the integration of the knowledge base and ticketing. However, the user interface and developer community is hosted by Mashery.

"By leveraging the Force.com platform, Mashery has delivered an innovative new solution to manage Shopping.com's growing developer community," said Clarence So, chief marketing officer, salesforce.com. "We are excited to see Shopping.com streamline their operations with the seamless integration of Mashery and Salesforce, and look forward to increased demand for these services."

Force.com Platform and the AppExchange

Force.com (<http://www.force.com/>) reinvents the traditional development, deployment and distribution of any business application with platform-as-a-service. Developers, customers and partners can use Force.com to easily create a new generation of on-demand applications and deploy them worldwide as a service. Force.com allows applications to be easily shared, exchanged and installed with a few simple clicks via salesforce.com's AppExchange marketplace, enabling all the innovation that Force.com unleashes to be easily distributed to the entire on-demand community.

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, and many prominent angel investors.

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