



Mashery Unveils Platform To Help Web Services Companies Quickly Build and Manage Developer Network Programs.

New Services Bring a Complete Developer Community Program to Enterprises Without Taking Time and Resources Away From Product Development

SAN FRANCISCO – November 6, 2006 – Mashery, a new company that helps companies build, promote, support and manage access to Web services and data, today unveiled its platform of tools and services in advance of the Web 2.0 Conference in San Francisco.

"Mashery is much like a traditional factory, yet for the world of web services," said Oren Michels, CEO and co-founder, Mashery. "On one side you've got raw materials in the form of valuable APIs and disparate developers. Within Mashery, we have the tools and services that turn those raw materials into new ideas, concepts and revenue-generating products."

Early customer Baynote, a technology leader in on-demand content guidance software for business websites and web applications, relies on Mashery's technology to drive its developer site, Baynote.org, which was created to promote the use of open source search technology.

"In a typical developer community, silos of information exist, each with different authentication issues and an inability to seamlessly move between wikis, blogs, and other sources of information," explained Mike Svatek, director of product management, Baynote. "Mashery has solved that by handling everything in one solution, helping the community to more easily learn about and adopt business-ready, open source search."

Baynote.org, which features both a forum and blog as a place for developers to share information and experience, serves as a beginning point for other companies who wish to leverage Baynote's technology for their own development projects.

Mashery's platform consists of tools and services to help companies extract the most value of their developer networks, no matter how they define it. This gives customers the ability to manage other developers who use their APIs without having to distract their engineering team to build their own platform and processes from scratch. Through Mashery's platform, customers can deploy fully

featured community management systems while maintaining their own brand's look and feel.

At launch today, Mashery offers:

FreeMash

Mashery offers API vendors a fully integrated suite of tools to build a strong developer community. This includes documentation that you control, but that your developer network can annotate with comments. FreeMash includes a developer's blog, forum, and wiki that you moderate and control.

ProMash

In addition to the features found in FreeMash, Mashery ProMash includes value added services for professional developer programs. Key capabilities include metrics to track API usage, developer registration and key issuance, and management of API access.

Headquartered in San Francisco, Mashery was founded by technology veterans Michels, Scott Rafer, Clay Loveless and Kirsten Spoljaric, who draw upon a range of technology and leadership experience from companies such as Feedster, Yahoo!, NEC, MyBlogLog and Xerox.

About Mashery

Web services companies are driving the latest wave of online economies, yet all face a similar challenge -- the effective management of developer programs. Mashery makes it simple to enjoy the benefits of a developer program without building one from scratch. Our complete platform of proven tools and services makes it simple for companies to build, promote, support and manage access to Web services and data. With Mashery, Web services are used how, when and where you want, with minimal investment in time and money. For more information, please visit <http://www.mashery.com/> .