



Tech Veteran Laura Merling Joins Mashery as VP Sales and Marketing.

SAN FRANCISCO – March 4, 2008 — Mashery today announced that Laura Merling has joined the company as Vice President, Sales and Marketing. Merling previously led business development and marketing for Krugle, the leading code search engine for enterprise developers.

Merling brings 20 years of software industry experience to Mashery. As Executive Director at SDForum, Merling managed the largest non-profit developer community in the U.S. and established key relationships with organizations such as eBay that built successful, global businesses by opening up their APIs to third-party partners and developers. At Krugle, Merling drove deals with some of the world's largest and most active developer networks, including IBM developerWorks, Amazon Web Services, and SourceForge.net, establishing Krugle as the leader in code search for open source and the enterprise.

Mashery has a growing list of 25 customers using its on-demand API management infrastructure to build and grow their Web services distribution channels. The company has seen increasing demand for its services from major online media companies and Web application providers as they look to broaden distribution of their core services through partnerships with third-party providers.

"The common misconception is that APIs are just about the technology side of what a company does," says Merling. "But what the Web 2.0 customers know, and the large enterprise companies are starting to discover, is that APIs open up a whole new world of business development. You can drive awareness and traffic for a fraction of the cost, just by opening your API."

"Laura brings an incredible amount of experience to Mashery," said Oren Michels, CEO, Mashery. "She has built development communities; she has worked with companies that base their business on Web services and open APIs; and she understands the value of identifying and scaling relationships with the right partners."

About Mashery

Mashery is the leading provider of web services and API management solutions enabling companies to unlock and accelerate their web services channel. With its on-demand, fully hosted solution, Mashery takes away the cumbersome process and plumbing around managing web services. Mashery provides all the ingredients required to get web services up-and-running quickly, easily and successfully while ensuring that they will scale: usage/access management, metrics, performance optimization and developer/community tools all come pre-packaged. Mashery enables companies with web services and API-based channels to focus their time, resources and capital on building their companies unique API, not on creating web services management infrastructure. Launched in 2006, Mashery is backed by First Round Capital, Formative Ventures, The Accelerator Group, and many prominent angel investors.