

**Contact Information:**

Mike Maney
Zer0 to 5ive
+1.215.589.5443
mike@0to5.com
mikemaney (aim, skype)
twitter.com/the_spinmd

Mashery Appoints Roque Versace as VP of Sales

SaaS industry veteran to support company expansion and widespread adoption of APIs

SAN FRANCISCO, May 6, 2009 -- Mashery today announced the appointment of Roque Versace as Vice President of Sales. A seasoned sales executive with a strong background in the SaaS industry -- including responsibility for corporate sales at Salesforce.com, one of the most successful SaaS companies in history -- Versace will play a critical role in driving further growth for the early leader in API management.

Versace has a solid record of creating measurable growth and has more than 15 years of experience in sales, product management, marketing and consulting in the information technology arena. At Mashery, Versace will be responsible for all sales activities, including driving market development and sales, establishing new client and industry relationships and bringing new solutions to market in support of company growth initiatives.

“Roque brings a strong combination of strategic thinking, sales and go-to-market leadership skills that will enable us to fully realize our vision of an API-connected Web,” said Oren Michels, founder and CEO of Mashery. “His experience at Salesforce.com, as well as his reputation for evangelizing new ways to do business and implement new technologies, make him an important addition to the future of Mashery. We’re seeing a rapidly growing demand for API-management services and are confident that Roque will play a key role in driving the widespread adoption of this foundational, yet game-changing, technology.”

Prior to Mashery, Versace held several executive positions with leaders in the SaaS market, including Vice President, Corporate Sales for Salesforce.com, where he successfully migrated companies from traditional CRM software to the SaaS model, and Vice President, Product Marketing/Product Management at BroadVision, where he helped Fortune 500 companies create successful online sales channels and overcome concerns about the security of doing business on the Internet. In his most recent position as Vice President of Sales at EchoSign, Versace tripled the company’s subscriber base, including signing on industry leaders such as Time Warner, Comcast, Dell, Alltel, and SAP.

Prior to entering the business world, Versace served as a Lieutenant in the 325 Airborne Battalion Combat Team, a Regiment of the 82nd Airborne on loan to NATO. He is also a veteran of the first Gulf War.

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