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Mashery Manages Record One Billion API Calls in First Quarter of 2009

- *API traffic more than doubles over previous quarter*
- *Reinforces use of APIs as a new distribution channel*
- *Highlights Mashery growth across well-known brands*

SAN FRANCISCO, May 4, 2009 -- Mashery today announced that it processed more than a billion API calls for its customers in the first quarter of 2009, eclipsing its volume over the previous quarter by 200 percent.

The momentum is further indication that companies across multiple industries see opportunities to expand the reach of their content and their revenue by using APIs as a distribution channel.

Mashery has seen growth among some of the biggest and most recognized brands in business. Those powering their APIs on Mashery's platform include major retail sites such as Best Buy and Etsy, content services sites such as Reuters (Open Calais) and Zemanta, media companies including Netflix, MTV and The New York Times, and travel sites such as Lonely Planet. The company has also started to see growth among developers building mobile applications using the APIs Mashery powers.

"Managing one billion API calls in a single quarter is less a statement about the Mashery platform and more a statement about the increasing numbers of companies that are looking to open new business development channels to drive revenue and increase the reach of their brands," said Oren Michels, CEO, Mashery. "That said, we're very proud of how smoothly our service scaled to handle our customers' growth."

The San Francisco-based startup now manages APIs for more than 70 companies. Mashery's on-demand API infrastructure provides the access management, business rules, monitoring, and metrics required to build a scalable distributions channel using web services.

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