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Mashery Opens Up Etsy's Online Marketplace of All Things Handmade

Release of Etsy API Gives Developers Access to Merchandise from More than 100,000 Sellers from Around the Globe

SAN FRANCISCO – March 23, 2009 – [Mashery](#), the leading provider of on-demand API management solutions, today announced that it is powering the infrastructure of the newly-developed [Etsy](#) API. Through this API, outside developers now have full access to Etsy's eclectic marketplace of merchandise offered by hundreds of thousands of sellers who are active on the site.

By opening up its vast vault of content, the company is supporting a new type of customer -- web developers and application builders -- whose mashups will unleash new ways to engage Etsy's members and also build new distribution channels for the company. For sellers and buyers on the site, Etsy is providing a developer platform that is ultimately about more choice and possibility. Mashery's on-demand API infrastructure delivers the access management, business rules, monitoring, and metrics Etsy needs to build a scalable distributions channel using web services.

"Etsy's new web service approach will further strengthen and enhance its popular online marketplace, while at the same time, leverage the creativity of third-party developers to generate new applications and revenue channels," said Oren Michels, CEO, Mashery. "This is a significant move by a well-established online marketplace to extend its content to outside developers, while retaining full control – a step that sets a strong example for others in the industry."

Prior to launch, Etsy conducted an invite-only beta test of its official API with a select group of developers. In doing so, the company has ensured that its API provides comprehensive and easy access to all site content, facilitating incorporation into applications, mashups, and social media.

“Deciding to make the Etsy API available to developers was fairly simple,” said Chad Dickerson, Etsy’s CTO. “We then had to decide whether to build our own platform from scratch or outsource it. This turned out to be another fairly simple decision given how easy, fast and economical we knew others had launched their APIs with Mashery.”

Etsy, an online marketplace for buying & selling all things handmade, enables people to make a living making things, and to reconnect makers with buyers. Since its launch in June 2005, thousands of sellers from around the world have opened up Etsy shops. In 2008, approximately \$90 million of goods were sold on the site.

A well-known acronym among software developers, APIs have become a hot topic outside of the tech community as companies look for ways to leverage content for greater revenue and awareness. Mashery's infrastructure gives them the ability to control and monetize the distribution and use of that content by third-party providers.

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

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