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## Mashery Named One of the Hottest Start-Ups of 2009

*Leader in API Management Honored as TiE50 Winner for Innovation, Ingenuity and Excellence*

San Francisco, CA, May 14, 2009 – [Mashery](#) today announced it was named one of the hottest start-ups of 2009 by TiE, a global organization dedicated to fostering entrepreneurs across its international network sponsored by top venture capital firms and Fortune 500 corporations. TiE awarded Mashery as a [TiE50 award winner](#) for its leadership in innovation, ingenuity and management excellence in Internet infrastructure.

The TiE50 is presented by TiE at TiECon2009 to the top 50 start-ups from close to 1,200 nominees. The winners represent the best and brightest emerging startups in five focus segments: Consumer Web, Internet Infrastructure, Cleantech, Wireless and Software. Winners were judiciously selected by more than forty prominent entrepreneurs, venture capitalists, corporate executives and other domain experts.

“We’re proud to be recognized as a TiE50 winner alongside so many other impressive companies. TiE and its members have played an important role in growing the amazing entrepreneurial ecosystem we have here in the Bay area,” said Oren Michels, founder and CEO, Mashery. “This week we celebrate Mashery’s third anniversary. We have built an amazing team and are honored to serve so many terrific customers. It’s great to add this award to our celebration.”

The San Francisco-based startup now manages APIs for [more than 70 companies](#) including some of the biggest and most recognized brands in media ([MTV](#), The New York Times, The Guardian), retail ([Best Buy](#), Etsy), and travel ([Lonely Planet](#)). Mashery's on-demand API infrastructure provides the access management, business rules, monitoring, and metrics required to build scalable distribution channels using web services.

"All of this year's winners embraced TiE's message of the bold entrepreneur," said Mateen Syed, TiE50 Chair. "The judges were impressed by the quality of ideas and execution across each vertical segment. These fifty companies represent the finest in entrepreneurship and serve as role models, encouraging and inspiring emerging start-ups to succeed as bold entrepreneurs stimulating the economy."

TiE50 winners will present their companies in a live showcase over the two days of TiEcon 2009, on May 15<sup>th</sup> and 16<sup>th</sup> in Santa Clara, CA. A full list of the TiE50 is available at <http://www.tiecon.org/home/tie>.

#### About TiE50

The TiE50 award is presented by TiE, a global, not-for-profit, non-political, and non-religious organization dedicated to fostering entrepreneurs across its international network sponsored by top venture capital firms and Fortune 500 corporations. TiE is spread across 53 chapters in 12 countries comprising of 1,800 experienced entrepreneurs and business executives as charter members, 12,000 aspiring entrepreneurs and professionals as members.

#### About TiEcon 2009

TiEcon 2009 is two action-packed days of rich dialogue, networking and deal making with thousands of entrepreneurs, venture capitalists, industry executives, and thought leaders. TiEcon 2009 is themed "The BOLD Entrepreneur," focusing on dynamic individuals who are able to adapt to changing conditions and create their own future despite downturns and uncertainties. TiEcon 2009 keynote speakers include Hans Morris, President of Visa Inc., Brad Smith, CEO of Intuit and Reid Hoffman, Founder, Chairman and CEO of LinkedIn.

#### 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](http://www.mashery.com)

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