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Executive Talent at Skyfire Soars Sky-High with the Hiring of Mobile Industry Veteran, Mike Rowehl

Mowser Founder joins the ranks at “game-changing” mobile browsing team as Scalability Architect

(MOUNTAIN VIEW, Calif.) – July 1, 2008 – Skyfire Labs, makers of the aptly-titled Web experience browser, Skyfire, have enhanced their accomplished team with the addition of Mike Rowehl as their first high profile hire since announcing \$13 million in Series B Funding last month. Rowehl will join as Skyfire’s Scalability Architect to oversee all scalability initiatives under way in preparation for the general availability of the Skyfire product later this year.

Rowehl, a programmer, entrepreneur and blogger at “This is Mobility”, has close to a decade of experience in developing mobility systems. Most recently, he founded and acted as CEO of Mowser, the Web “mobilizer” that turns Web pages into mobile-friendly WAP sites.

As the Scalability Architect at Skyfire, Rowehl will be responsible for driving the architecture and development of Skyfire’s browsing service. Prior to Skyfire and Mowser, Rowehl held technology positions at AdMob, Ning, Feedster and Overture. He is also the founder and organizer of Mobile Monday events in the Silicon Valley.

“Skyfire is leading a major disruption in the way consumers experience the Web via mobile devices and pushing the front in terms of making standard Web development methods effective on handheld platforms,” said Rowehl. “I’m thrilled to continue to be a part of solving some of the most fundamental issues in mobile technology, and honored that the Skyfire team has chosen me as one of the pillars of their effort.”

“Getting Rowehl is truly a coup for us,” said Nitin Bhandari, CEO and Co-founder of Skyfire. “The success of any start-up is related to its ability to attract top talent and Mike is a giant in the field, with unparalleled knowledge of the mobile industry.”

Rowehl has already begun work at Skyfire and announced his new position in a blog post on “This is Mobility” earlier this morning.

About Skyfire

Skyfire is the creator of the Skyfire mobile browser, which extends the PC Web to mobile phones so users can experience the mobile Web exactly like they do on their PCs. The company was founded in 2006 by Nitin Bhandari and Erik Swenson, who serve as CEO and CTO, respectively. Skyfire is backed by Lightspeed Venture Partners, Trinity Ventures and Matrix Partners.

For more information, visit www.skyfire.com.