



PR Contact:
Michael Selvidge
Email: mselvidge@skyfire.com
Mobile: 415-350-3091
Twitter: @skyfire

Mobile Media Veteran Adam Sexton Joins as Chief Marketing Officer of Skyfire, as Company Continues Looks to Expand its Mobile Browser Customer Base

(MOUNTAIN VIEW, CA)—July 15, 2008—Skyfire Labs, makers of the Web experience mobile browser Skyfire, have added to their accomplished team with another notable veteran in the mobile media industry. The company welcomes Adam Sexton as Skyfire's new Chief Marketing Officer as they accelerate and advance the marketing initiatives well underway in preparation for the mobile browser's general availability later this year.

Adam Sexton joins the Skyfire executive staff with more than 16 years of experience in marketing and management in the music and technology industries. In 2000, Advertising Age named him one of the Top 100 Marketing Executives in the United States. Prior to Skyfire, Sexton was Chief Marketing Officer at Groove Mobile the worldwide leader in mobile music, whose customers included Sprint in the US, 3 in the UK, and Bell Mobility in Canada. Groove was acquired by Livewire Mobile, a subsidiary of NMS Communications.

Sexton has also held VP of Marketing positions at the Entertainment Technology Group at Macrovision and in Product Management at Arista Records, where he was responsible for the consumer marketing of all Arista pop and rock artists, including Santana, Sarah McLachlan, Dido and Whitney Houston. At Skyfire, he will be responsible for all marketing strategies and programs ranging from product management, product marketing, customer acquisition and retention to revenue programs.

"Mobile browsing is changing the face of mobile content as consumers expect unprecedented utility and entertainment on their phones. Skyfire is poised to deliver this fulfilling content via a breakthrough browsing experience," states Sexton. "I look forward to leveraging my consumer marketing experience to give consumers real value and freedom when browsing the Web on their phones."

Nitin Bhandari, CEO and Co-Founder of Skyfire, adds, "I am extremely delighted to have Adam join our growing team of A-list mobile, technology and consumer experts. The success of any start-up is related to its ability to attract top talent, and with the addition of Adam, we couldn't ask for anyone better."

Skyfire most recently made news with the addition of Mike Rowehl, who last month joined Skyfire as Scalability Architect.

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.