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**FOR IMMEDIATE RELEASE**

## **Adenyo adds Matthew Buckenham as Director, Business Development**

*Seasoned mobile veteran with experience both in North America and Europe strengthens Adenyo's executive team*

**Toronto, Ontario – May 20, 2010 – Adenyo** ([www.adenyo.com](http://www.adenyo.com)), a mobile marketing software company, continues to build out its team with the hiring of **Matthew Buckenham**, who will take on the role of director, business development. He will be based out of Adenyo's Toronto office.

Matthew comes to Adenyo from MyThum Interactive, where he held a number of positions, most recently as the director of business development. He is a specialist in emerging mobile technologies such as mobile couponing, mobile travel bookings, mobile CRM and was involved in launching the Canadian Mobile Giving initiative that was particularly successful during the Haiti Earthquake disaster, raising more than \$10M USD.

Prior to working in the Canadian mobile space, Matthew held several positions at U.K. wireless network operator Orange PLC, where he was central to the product development, implementation and monetisation of some of the first SMS and mobile data technologies. He holds a Bachelor of Science with honours in Communication from Loughborough University, U.K. and an MBA in International Business Management.

"Matthew's deep knowledge of the mobile space and international experience make him a valuable addition to the Adenyo team," said Sean **Erjavec, Adenyo vice president of Canadian sales**. "His expertise in executing global mobile initiatives further strengthen our position as a worldwide leader in mobile marketing. We welcome Matthew to the team and look forward to working with him."

### **About Adenyo**

With operations in North America and Europe, Adenyo enables agencies, brands and mobile network operators to develop, target, execute and measure fully integrated marketing strategies and campaigns in the mobile economy. Adenyo powers four technologies through its integrated mobile marketing software platform – mobile marketing and ad serving, mobile storefronts, mobile coupons and payments, and mobile analytics – and has delivered thousands of successful mobile campaigns for the world's most demanding organizations, allowing brands to capitalize on the unique opportunities that only mobile can deliver. For more information, please visit: [www.adenyo.com](http://www.adenyo.com).

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