
FOR IMMEDIATE RELEASE

Adenyo appoints Chief Analytics Officer and Marketing Director

Chris Matys and Mark Wright join mobile marketing software firm

Toronto, Ontario and Dallas, Texas – April 21, 2010 – Adenyo, a mobile marketing software company, announced today the appointment of **Chris Matys as its Chief Analytics Officer** and **Mark Wright as its Director, Marketing**.

Chris Matys is an experienced senior executive with an international track record in delivering information- and technology-based products and services to the manufacturing, retailing and media sectors. He is recognized for his ability to integrate and consolidate information, technologies and operations across geographies and businesses, and is also known as a world-class expert in business intelligence with the ability to fuse content with technology in order to accelerate client engagement and create value. Prior to joining Adenyo, Chris had over 20 years experience with The Nielsen Company, including eight years as Chief Information Officer for Asia Pacific. Chris graduated from York University, majoring in computer science and economics.

Mark Wright joins Adenyo as an innovative and experienced marketing director who has specialized in the development of global marketing programs and analytics. Mark comes to Adenyo from Research in Motion, where, since 2003, he has held a number of positions, most recently the Director of Global Marketing Operations. Some of his notable accomplishments include driving the expansion of RIM's global field marketing and training programs, leading the end-to-end global direct-marketing practice, and pioneering RIM's web and social media analytics discipline. Mark holds a degree in film studies from Queen's University and a master of business administration with a concentration in strategic marketing from McMaster University.

"We are in a very exciting phase of our development and expanding our mobile marketing platform into new international markets is a major milestone," said **Tyler Nelson, Adenyo Chairman and CEO**. "With mobile analytics such a core component of our product offering, Chris will be instrumental in formulating our ongoing product roadmap, while Mark will be a key player in bringing our mobile marketing platform to market. We're fortunate that Chris and Mark have chosen to join the Adenyo team."

About Adenyo

With operations in North America and Europe, Adenyo enables agencies, brands and mobile carriers to develop, target, execute and measure fully integrated marketing strategies and campaigns in the mobile economy. Through its integrated mobile marketing software platform, Adenyo 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.

Media and analyst contacts:

Alayne Martell
inmedia Public Relations
T: 902-839-2532

amartell@inmedia.com

Twitter: @AlayneMartell

LinkedIn: <http://ca.linkedin.com/in/alaynemartell>

Linda Forrest
inmedia Public Relations
T: 613-983-3300

lforrest@inmedia.com

Twitter: @LindaForrest

LinkedIn: <http://ca.linkedin.com/in/lindaforrest>