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WIND Mobile executive joins Adenyo board of directors

Michael O'Connor to provide valuable expertise to mobile marketing software firm

Toronto, Ontario – May 10, 2010 – Adenyo, a mobile marketing software company that has successfully implemented thousands of campaigns for global brands in both North America and Europe, announced today it has appointed **Michael O'Connor** to its board of directors.

With over 20 years experience in economics, finance and mergers and acquisitions in telecommunications and transportation, Michael O'Connor currently leads WIND Mobile's business development and corporate strategy and is also a co-founder of the next-generation Canadian-based wireless network. He began his career at the Economic Council of Canada and the School of Policy Studies Queens University. He then became the director for the Center for Economic and Financial Analysis at Science Applications International Corporation, one of the largest consultancies in the United States. In 1999, he went on to join Orascom Telecom as a founding executive committee member and where he led business development efforts there for 10 years.

"Adenyo's people, technology, and solid business fundamentals have them poised to extend their leadership position in an increasingly dynamic mobile economy" said O'Connor. "Their deep experience as both mobile marketing practitioners and technology developers make them uniquely equipped to innovate in this space. I'm pleased to lend my experience in guiding the rapid growth of this mobile marketing technology leader".

"Michael has a strong background in the mobile carrier business and his depth of knowledge of the mobile ecosystem is impressive," said **Tyler Nelson, Adenyo chairman and CEO**. "We are very pleased to have Michael join our board of directors and look forward to having his insight factor into our ongoing growth and development."

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. 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.

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