

## Steve Ciesinski and Don Fowler, High Tech Industry Leaders, join the Express Mobile Board of Directors

**December 18, 2008, San Francisco** - Express Mobile, Inc. today announced that both Steve Ciesinski and Don Fowler have been appointed to the Board of Directors. Mr. Ciesinski will serve as Chairman. Both will play an instrumental role in guiding Xpressmo through the next phase of its growth strategy.

Mr. Ciesinski was most recently the Chairman and CEO of Laszlo Systems, a global leader of Rich Internet Application (RIA) solutions. He has 20 years of extensive management experience in both publicly and privately held high-technology companies covering a wide spectrum of market categories. Prior to Laszlo, Steve served as CEO of Resumix, Inc., where he led the merger with HotJobs.com (now Yahoo! HotJobs). Before that he held executive positions at Octel Communications, Applied Materials and Proctor & Gamble. Steve serves on a number of public and private boards, is the Chairman of the Board of Trustees of Union College, and a member of the President's Cabinet of the California Polytechnic University, San Luis Obispo. He holds a B.S. degree in Electrical Engineering and an A.B. in Modern Languages from Union College, and an MBA from Stanford University.

Mr. Fowler was most recently the Chairman and CEO of SumTotal Systems. He is also involved with various private companies, through advisory or board memberships, served as CEO of eT Communications from 1996 to 1998, and as interim CEO of several other companies between 1996 and 2002. Don was a senior vice president at Tandem Computers from 1986 to 1996. Don also served in executive roles with Bechtel Group from 1976 to 1986, and IBM from 1965 to 1976. Don has also served on the boards of ADAC Laboratories and TelCom Semiconductor, and now serves on the board of Storage Engine, Inc. Don received a bachelor's degree in mathematics and a master's degree in business administration from the University of Washington.

Steve Rempell, Founder and CEO commented: “We are all delighted to have Steve and Don, with their vast industry experience and executive management skills, available to guide us forward as 2009 becomes the *Year of the Mobile Downloadable App* and Express Mobile rolls out its Industry Leading CDER Mobile Publishing and Deployment Platform.”

Express Mobile, Inc. is a leader in downloadable mobile applications. Its leading edge sophisticated publishing platform enables the rapid design and deployment of rich connected applications. The CDER™ Platform allows content owners to easily respond to customer market demands and easily deliver mashups of their content and prevailing web services. As a horizontal solution the CDER™ is ideal for social networking, videos, location based services and storefronts. The CDER™ Platform has 10 years of development by the founders. Express Mobile was founded in 2006 and is privately funded through angel investors.

