

# LiveWire Mobile Expands Executive Team

## Company Positioned for Long Term Goals

LITTLETON, Mass., June 3 [/PRNewswire-FirstCall/](#) -- LiveWire Mobile, Inc. (Pinksheets: LVWR) a world leader in ringback, mobile music and managed personalization services, today announced two key personnel appointments which round out the company's senior management team and increase the company's ability to execute on its long term goals.

The company named Dean Foulis as its chief technology officer – a new position – and promoted Adam Thibault to vice president of sales. Together with Todd Donahue, chief financial officer, and Matthew Stecker, president and chief executive officer, LiveWire Mobile is in its strongest position yet to oversee an expansion of the company's product lines, support its global mobile operator customers and partners and drive sales.

With more than 20 years of technology experience, Mr. Foulis will be responsible for overseeing the company's technical and product development teams as well as customer operations. Mr. Thibault's responsibilities have expanded to include business development while focusing on growing LiveWire Mobile's worldwide customer base. Mr. Donahue will promote continuity amongst the team by continuing in his CFO role.

"In the past several months, we have seen significant expansion and interest in our mobile personalization services and platform offerings. As such, we have built our team by identifying and retaining the highest performing officers already with the company, promoting talented candidates internally and looking outside the company to fill targeted needs," said LiveWire Mobile CEO Matthew Stecker. "I have known and worked with Dean for many years and have been impressed with Adam's vision and ability to drive new business for LiveWire Mobile. I am confident their knowledge and experience in the mobile space will allow us to continue our momentum and achieve the company's long-term goals. Together with Todd Donahue, our CFO who has been with us for three years, we believe that we have the right leadership team for the future."

Prior to joining LiveWire Mobile, Mr. Foulis held a senior sales role in Oracle's Embedded Global Business Unit. In this position, he was responsible for helping to align Oracle's technical stack to meet the needs of a diverse group of customers, including many in the telecommunications arena. Previously, Mr. Foulis led the development team at SmartServ Online in the creation of the Uphonia mobile content store, an integrated storefront that offered mobile ringtones, games and applications. His proven skills in software development led him to several integral positions at The Whitehead Institute, Millennium Pharmaceuticals, Marble Associates, HBOC and Syntetics. Mr. Foulis received his Bachelor of Science in electrical engineering from the University of Massachusetts, Amherst.

Mr. Thibault, previously senior account manager, joined LiveWire Mobile in March 2008 through the acquisition of Groove Mobile, Inc. Over the last two years, he has been responsible for all North American accounts. At Groove Mobile, Mr. Thibault was the primary account executive for more than a dozen strategic accounts. He started his career at Groove Mobile as a senior sales engineer in support of global sales. Mr. Thibault received his Bachelor of Arts in theater arts from the University of Massachusetts, Amherst and is currently pursuing an MBA from his alma mater's Isenberg School of Management.

Mr. Donahue joined LiveWire Mobile in February 2007. Prior to joining the firm, Mr. Donahue served in senior finance and operations roles at Aspen Technology, Inc., a global software and solutions provider where he served as vice president of product operations and vice president of finance. His prior experience includes senior finance positions at Corechange, Inc., an enterprise portal software company, and Ardent Software, Inc., which was acquired by Informix. Mr. Donahue began his career at Deloitte and Touche LLP in assurance and advisory services. He holds a BSBA in management from Boston University, an MBA from Babson College and is a certified public accountant.

Mr. Stecker brings considerable experience to LiveWire Mobile as an operating executive and strategic consultant to the telecommunications industry. Most recently, he served as the vice president and leader of CSMG/TMNG's technology strategy practice, consulting for some of the world's leading brands as they navigated the convergence of the media and telecom industries. Previously, he served on the leadership team at Vindigo, where he led the team behind the first successful advertising-supported mobile application, and as CTO of SmartServ Online, where he expanded the company's mobile application catalog while launching the Uphonia MVNO.

Mr. Stecker was president of Marble Associates, Inc., a Boston-based pioneer in the implementation of object-oriented technologies in Fortune 500 businesses. He received his Bachelor of Arts in computer science from Duke University, as well as a JD from the University of North Carolina at Chapel Hill School of Law.

## About LiveWire Mobile

LiveWire Mobile (Pinksheets: LVWR) is a world leader in managed personalization services. LiveWire Mobile's integrated suite of mobile personalization services includes ringback tones, ringtones, mobile full-track music and video downloads, a fully integrated storefront, and other applications, as well as dedicated content and service marketing, integrated storefront management and marketing. LiveWire Mobile makes mobile personalization services easier to use and helps drive service usage and adoption. For more information, please visit [www.livewiremobile.com](http://www.livewiremobile.com).

LiveWire Mobile is a registered service mark of LiveWire Mobile, Inc. Other trademarks are properties of their respective owners.

Statements other than historical facts included or referred to in this Press Release are "forward-looking statements", including forward-looking statements about the company's ability to continue its momentum, increase its ability to execute on its long term goals, focus on expanding its product lines, supporting its mobile operator customers and partners and driving sales, focus on growing the company's worldwide customer base and management team capabilities. These statements are based on management's expectations as of the date of this document and are subject to uncertainties and changes in circumstances. Actual results may differ materially from these expectations due to risks and uncertainties including, but not limited to, uncertainties with respect to our ability to continue our momentum, increase our ability to execute on our long term goals, expand our product lines, support our mobile operator customers and partners, drive sales, grow our worldwide customer base and retain our management team, the impact of management changes on the company, competition, and other risks. We encourage you to read our Annual Report for the year ended December 31, 2009 and other public disclosures for certain additional information and risk factors. In addition, while management may elect to update forward-looking statements at some point in the future, management specifically disclaims any obligation to do so, even if its estimates change. Any reference to our website in this press release is not intended to incorporate the contents thereof into this press release or any other public announcement.

**Media Relations:**

Christa Conte / Jeannine Kilbride  
Feintuch Communications  
(212) 808-4902 / (212) 808-4941  
[christa@feintuchpr.com](mailto:christa@feintuchpr.com) / [jeannine@feintuchpr.com](mailto:jeannine@feintuchpr.com)

**Investor Relations:**

LiveWire Mobile, Inc.  
Todd Donahue, CFO  
978-742-3167  
[todd\\_donahue@livewiremobile.com](mailto:todd_donahue@livewiremobile.com)

Miri Segal-Scharia  
MS-IR LLC  
(917) 607-8654  
[msegal@ms-ir.com](mailto:msegal@ms-ir.com)

SOURCE LiveWire Mobile, Inc.

---