

Snap MyLife Launches Operations in India; Expands Executive Ranks with Reji Baby to Serve as Vice President of R&D

PRINCETON, N.J. and BANGALORE, India, May 2, 2012 – Snap MyLife, Inc. (www.snapmylifeinc.com), formally launched its office in India today and announced the appointment of Reji Baby as general manager of Snap MyLife Pvt. Ltd. and global vice president of research and development.

Based in Bangalore, Snap MyLife Pvt. Ltd. will house product management, research, development, quality assurance and customer service operations.

Snap MyLife's cloud-services allow consumers to leverage simple, yet powerful applications for content socialization, synchronization, streaming and a comprehensive suite of security features which include managing critical device data and personal and family security. All of this is available across virtually all internet-enabled hardware including mobile handsets, tablets and TV's.

The company was named [Growth Company of the Year in 2011](#) by the New Jersey Technology Council and recently won 2012 SmartCEO Magazine's 100 Best Run Companies.

"Explosive subscriber and revenue growth, as well as new agreements to market our cloud-service applications globally with mobile operators, prompted us to expand sourcing of R&D talent into India," said Jiren Parikh CEO, Snap MyLife. "Reji's addition to our team will help in attracting and retaining top talent in India, as well as scale our R&D footprint globally, and drive product development and innovation."

Mr. Baby is a highly skilled technology executive with more than 20 years experience in software research and development in the mobility, communications, networking and financial industries. Previously, he worked at Antenna Software as vice president of global solutions and engineering and managing director of its India Operations where he managed a global engineering team of more than 200 professionals, successfully delivering hundreds of enterprise mobility solutions. Mr. Baby's previous positions have included managing director of Evident; distinguished member of technical staff (DMTS) at Lucent Technologies; and principal software engineer/lead architect at AT&T Bell Labs.

"Snap MyLife's growth is a testament to the vision of the company's leadership and employees to develop compelling cloud-service applications for consumers and scalable revenue streams for service providers worldwide," said Mr. Baby. "We plan to accelerate that growth by tapping into India's R&D talent pool."

Snap MyLife India plans to scale operations rapidly and is aggressively looking for software research and development individuals with experience in content management, security, search and cloud offerings on Android, iPhone, Blackberry, Java, Symbian, Bada and Windows phone platforms, as well as internet-enabled television, gaming and media-player platforms and telematics systems. Interested candidates can send their resumes to toptalent@snapmylife.com.

About Snap MyLife

Snap MyLife, Inc. is a fast-growing developer of consumer cloud-service applications for mobile devices and other Internet-enabled consumer electronics. Its applications under the Snap™, Snap MyLife®, Snap Sync™, Snap Music™ and Snap Secure™ brands allow consumers to leverage cloud-services with simple, yet powerful applications for content sharing, messaging, editing, streaming, backup and synchronization, as well as device and content security across virtually all consumer electronics device categories. Snap MyLife is headquartered in Princeton, N.J., with offices globally, and is backed by Edison Ventures and Sycamore Ventures. For more information, visit www.snapmylifeinc.com.

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