



## **ROCKETALK, INC. APPOINTS JIM GREINER AS PRESIDENT AND CEO**

*Mobile and Web Operating Veteran to Drive RockeTalk's Growth in the Global Mobile Social Communication Market*

San Diego, CA – March 25, 2008 – RockeTalk, Inc. (RockeTalk), a leading provider of easy-to-use social communication services for mobile phones, today announced that Jim Greiner has joined its team as President and Chief Executive Officer (CEO). In this role, Jim will provide strategic guidance, lead growth initiatives worldwide, and build the global team.

Jim brings more than twenty years of experience in technology and high-growth markets. Most recently, Jim headed MapQuest, Inc. (an AOL/Time Warner subsidiary) as Senior Vice President and General Manager, where he led the company to record web and mobile usage, and steadily increased revenues and profits. Having been with MapQuest since 1999, Jim served in other leadership roles in product management, business development, advertising sales, and marketing. Jim holds an MBA degree from University of Colorado and a Bachelor of Science degree from Syracuse University.

“We are enthusiastic to have a seasoned operating executive of Jim’s stature leading RockeTalk,” said Ted Alexander, Managing Partner of lead investor Mission Ventures and Member of the RockeTalk Board of Directors. “His experience in leading MapQuest to a top online property and mobile application will be invaluable to the RockeTalk leadership team, and is a great complement to RockeTalk’s strong technology and application development leadership.”

“It is time to take the company to the next level and expand our mobile social communication applications globally,” said Rajiv Kumar, Founder and CTO of RockeTalk. “Jim’s strong leadership skills, industry experience, and his proven ability to strategically guide company growth will allow RockeTalk to scale its operations and provide greater value for consumers and partners.”

**About RockeTalk, Inc.**

RockeTalk was founded in 2005 with the mission of enabling people to more easily communicate, create, and share over mobile phones. The company works with mobile operators, mobile handset manufacturing and/or design companies, content providers, social networks, and media companies. RockeTalk is a multi-national company based in San Diego, California, with offices in Beijing, China and Delhi, India. The company is privately held and backed by leading venture capital firms Mission Ventures, EDF Ventures, and iSherpa Capital. Learn more at [www.rocketalk.com](http://www.rocketalk.com).

**Contact:**

Jackie Dano

MarketMinded

(303) 898-9787

jackie@marketminded.com

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