

***Press Release***

**Former Catalina Marketing Executive Joins YOU Technology as Executive Vice President of Sales and Business Development**

**San Francisco, CA – June 29, 2010** YOU Technology, a leading innovator in personalized marketing solutions, today announced the addition of Kevin McGovern as Executive Vice President of Sales & Business Development. An industry veteran with 20 years of retail and consumer packaged goods experience, McGovern will have responsibility for building YOU Technology's consumer packaged goods sales organization and retailer network. In his new role, he will spearhead the company's expansion into the growing market for paperless coupon programs, digital shopper marketing, and interactive promotions.

McGovern has extensive background in consumer brand and retail industries, including more than 11 years at Catalina Marketing where he was Senior Vice President of Commercial Operations, Analytical Services, and Business Development. While at Catalina, he worked with leading companies in retail, food, pharmaceutical, and household goods categories, including Pfizer, Merck, Johnson & Johnson, M&M Mars, Nabisco, Campbell's, Gerber, and Philip Morris. McGovern was also Vice President of Sales for Evincii, where he successfully drove sales of the company's in-store, mobile, and on-line solutions at major retailers including Walmart, Kroger, Safeway, and SUPERVALU. Prior to Catalina Marketing, he also held senior sales positions at The Hershey Company (NYSE: HSY) and Mitco Livingston.

"This is an exciting time for our company. We're entering a phase of market expansion and customer growth. Kevin's retail and consumer packaged goods experience is a perfect addition to the experienced team we've built to capitalize on new market demand and opportunities," said YOU Technology President & CEO Ken Fenyo.

McGovern was likewise enthusiastic about the Company's prospects. "YOU Technology is well positioned to be the engine that helps brand marketers and retailers drive greater results from digital shopper marketing," said Kevin McGovern, YOU Technology Executive Vice President of Sales & Business Development. "I am thrilled to join a company with years of experience delivering innovative solutions and proven technology, and a reputation for great customer service."

The appointment of McGovern strengthens a proven executive team with 100 plus years of combined industry experience with Kroger, Wal-Mart, P&G, Unilever, Kraft, ConAgra, and other leading companies. Before joining YOU Technology as President & CEO, Ken Fenyo was Vice President of Loyalty at The Kroger Co., the nation's largest supermarket chain, where

he led personalized and interactive marketing, loyalty programs, and consumer insights and analytics. Cheryl Black, COO, leads account management, product management, engineering, customer service and creative services company-wide and has an extensive background in technology services and database marketing. Executive Vice President Ajay Amlani, who has extensive experience in Fortune 500 and start-up businesses, oversees corporate partnerships and strategic initiatives. Felix Martinez, Senior Vice President & General Manager of YOU Technology's Retail Services unit, has over 20 years of sales and marketing experience throughout the U.S., Mexico, and Europe with dunhumby USA, Valassis, Catalina, ConAgra, and GlaxoSmithKline. Steve Ritacco, CTO, has extensive experience in software development, ranging from embedded control to complex end-user applications and consumer portals and has worked at industry leaders including HP, Motorola and Adobe Systems, as well as start-ups such as GO Corp. and Excite.

### **About YOU Technology**

YOU Technology revolutionizes the way brands and retailers connect with consumers by delivering personalized communications in real-time and across a range of media. Customers such as Kroger, DrPepperSnapple Group, Unilever, and General Mills use the YOU Technology Personalization Suite for paperless digital coupon marketing, interactive promotions, and end-to-end loyalty programs. YOU Technology offers its customers flexible quick-start options and performance-based pricing that make it easy to get started with personalized marketing.

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