



***For Immediate Release***

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## **YOU Technology Hires Apple Veteran to Lead Engineering**

**San Francisco, CA – August 24, 2011** YOU Technology, the industry leader in digital coupons and promotions, today announced the appointment of Hemanga Nath as Vice President of Engineering. In this position, he will be responsible for YOU's technology platform including product development and technical support. Nath brings over 16 years of progressive engineering management and software product development experience in retail, enterprise software, and online-advertising industries.

"As our customers look to new social, mobile, and digital technology to better reach their consumers, we're continuing to build a team with requisite skills to deliver great solutions," said Cheryl Black, YOU Technology COO. "Hemanga's experience at a number of progressive, industry-leading companies, such as Apple, will be a tremendous asset."

"The use of digital media in retail to connect with consumers is exploding. I saw that firsthand while at Apple," said Nath. "YOU Technology is leading in an industry that is at an inflection point, and I am excited to help drive their solutions to the next level."

Prior to joining YOU Technology, Hemanga spent more than 7 years at Apple, where he led a team of engineers, architects, development managers, and project managers to deliver solutions for Apple Stores, one of the world's most innovative retail organizations. At Apple, his teams created, among other solutions, web and mobile applications for the iPhone and iPad to improve and manage retail store operations. Hemanga also spent several years at Niku, later acquired by Computer Associates, and was co-founder of two online companies in the advertising and staffing industries.

### **About YOU Technology**

YOU Technology is a digital marketing company that revolutionizes the way brands and retailers impact consumer purchase decisions online, in-store, and on-the-go. Customers such as Kroger, Dr Pepper Snapple Group, and Unilever use the YOU Technology uConnect Digital Marketing Platform and services for digital coupons, interactive promotions, and end-to-end loyalty programs. Learn more about YOU Technology at [www.you.net](http://www.you.net).

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