



## **Press Release**

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## **YOU Technology Appoints Industry Veteran as Vice President, Retail Business Development**

*Gene Wisniewski, former executive at MarketTools, Catalina, and Pepsi to spearhead company's continued expansion into the retail industry*

**San Francisco, CA – Sept 1, 2010** YOU Technology, a leader in digital promotions and paperless coupon solutions, today announced the appointment of Gene Wisniewski as Vice President, Retail Business Development. Wisniewski brings 18 years of sales, marketing, and account management experience to the company in both the retail and consumer packaged goods industries. In this new role, he will drive expansion of YOU Technology's digital marketing solutions with major retailers nationwide.

"Our customers depend on us not only for flawless execution and reliability, but also for expertise and vision," said Kevin McGovern, YOU Technology Executive Vice President of Sales & Business Development. "Gene's wealth of industry and technology experience combined with strategic thinking will be critical in helping our customers create a platform that can adapt and grow as they expand their digital marketing initiatives."

Wisniewski joins YOU Technology from San Francisco-based MarketTools, Inc, a leader in software and services for market research, where he served as Senior Vice President of Sales & Client Development, working with leading consumer products and pharmaceutical companies such as Johnson & Johnson. Prior to MarketTools, Wisniewski held positions as Vice President Retail Sales and Marketing and Executive Director of Business Development for Catalina Marketing, working with top national retailers led by Kroger and Albertsons. Wisniewski also brings significant consumer packaged goods experience, having been Director of Sales at Pepsi-Cola, where he managed one of the largest bottling and marketing divisions in the U.S. with more than \$100 million in revenue.

"YOU Technology is pioneering the way retailers and brands use digital marketing to reach and impact consumers," said Wisniewski. "I am excited to be joining a company that is becoming recognized for leading innovation and taking great care of its customers."

### **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, Unilever, and General Mills use the YOU Technology uConnect Digital Marketing Platform and services for paperless digital coupons, 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.

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