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FOR IMMEDIATE RELEASE

JIM SCULLION JOINS BUNCHBALL AS CHIEF EXECUTIVE OFFICER

Bunchball Sees a Six-Fold Year-over-Year Increase in Revenues and Signs Notable New Clients, Including Hasbro and KIDSWB

SAN JOSE, California –*May 3, 2010* –Bunchball, a marketing technology company that measures and drives consumer engagement through the innovative use of game mechanics, today announced the appointment of Jim Scullion as Chief Executive Officer. Mr. Scullion most recently served as CEO of DecisionView, also a Granite Ventures company, where he remains Executive Chairman. He will serve as both CEO in Residence with Granite Ventures and interim CEO of Bunchball, where he will help drive the company's impressive growth, which includes a six-fold increase in year-over-year revenues (Q1 2009 vs. Q1 2010) and the recent addition of such clients as Hasbro (NYSE: HAS) and KIDSWB.

Mr. Scullion has spent more than 20 years as a C-level executive at both public and private companies including CEO of Tumbleweed Communications, CEO of Comnetix, and President and COO of Identix.

"I am thrilled to be working with Bunchball to build on its success and create a roadmap that will further entrench the company as the go-to source for companies looking to create meaningful and long-lasting relationships with consumers through reward, competition, interaction, social connection, and fun," Jim Scullion stated. "Bunchball's track record in attracting premier brands and publishers like WB, Hasbro, NBC Universal, Victoria's Secret, Comcast and many others demonstrates the need for the compelling engagement experiences Bunchball enables."

"Jim has a great track record of growing both early-stage and established businesses to profitability. We have witnessed his tremendous leadership, operating and communication skills in his work with both Granite portfolio companies like DecisionView and Tumbleweed and others in which he has transformed businesses,



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driven long-range planning, established solid fundamentals and built world-class executive teams,” said Chris Hollenbeck, Managing Director at Granite Ventures.

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About Bunchball

When Your Customers Participate, Your Business Wins. Bunchball’s Nitro platform drives participation, engagement, loyalty and revenue for customers including Syfy, USA Network, Hearst, Meredith, NBC, Comcast, Victoria’s Secret PINK, Resource Interactive, Exent, LiveOps, Warner Bros. and Hasbro. Brands, publishers, employers and CPG companies use the Nitro gamification platform to create compelling, meaningful and enjoyable experiences for their users. Based in Silicon Valley and founded in February 2005, Bunchball’s investors include Granite Ventures and Adobe Systems Incorporated. For more information, visit Bunchball online at www.bunchball.com.

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