



## **Tyfone Announces Global Expansion With New Key Members to the Executive Team**

**PORTLAND, Ore. – July 12, 2007** – Tyfone, Inc., a developer of an innovative software and hardware platform for bank-centric, bank branded mobile banking and mobile payments announces the appointment of new executive team members in the US and Asia, creating a global presence. The appointments include Guru Sankar as the company’s chief financial officer, Rajiv Pujar as the vice president of software technology, and Sam Wu as vice president of sales for the Asia-Pacific region. “Our new staff brings industry-leading expertise to the Tyfone team in their respective areas,” comments Tom Spitzer, Tyfone’s chief executive officer. “They all have proven track records and are key strategic assets to Tyfone, managing our rapid growth as we move forward to meet the increasing demand for mobile financial services worldwide.”

Guru brings exceptional financial and business acumen that he honed during his successful career at Intel, including the last 3 years as its India CFO. “I was initially attracted to Tyfone’s extraordinary team – technology development experts and people who built successful companies,” adds Guru. “But what convinced me to join was Tyfone’s business model which focuses on the bank and its customers, not simply the technology. Tyfone approaches mobile as a powerful new channel, and its platform enables banks to have a holistic channel strategy – involving not just banking but also contactless payments and merchant relationship programs. I believe Tyfone’s strategy is a game-changing one.” Guru is based in Portland, Oregon, which is Tyfone’s global headquarters.

Based at the Asia-Pacific headquarters in Bangalore, India, Rajiv Pujar’s broad responsibilities include product engineering involving the development of hardware client platforms, mobile applications and server platforms for product support and customer engagements. His 15 years of experience include developing carrier-grade products catering to embedded systems, mobile, wireless communications and IP Telephony. “Tyfone is privileged to have someone with the depth and scope of Rajiv’s knowledge and experience,” adds Siva Narendra, the chief technology

officer. “He adds competencies across many technologies that impact the delivery of mobile financial services and will help Tyfone shorten our time-to-market as we work with multiple banks to implement our platform.” Rajiv adds, “Working on Tyfone’s unified, comprehensive mobile financial services platform is a unique opportunity for me to apply the knowledge and skills I’ve developed throughout my technology career. The mobile channel is the convergence of many of these technologies and helping create this new delivery channel with Tyfone is an exciting challenge.”

Sam Wu is based in Taiwan and is the vice president of sales responsible for developing Tyfone’s business opportunities in the Asia-Pacific region. “Now that Tyfone has launched our middleware platform, Rhapsody, and communications platform, Harmony, we are ready to leverage Sam’s 13 years of sales experience in the technology industry and expand to regions like China where the mobile channel is critical to banking strategies,” explains Prabhakar Tadepalli, managing director in the Asia-Pacific headquarters. Sam comments, “Tyfone’s leading technology and independent, bank-focused mobile solution is the right solution for Asian banks, and I look forward to helping Tyfone expand in this region.”

**About Tyfone, Inc.**

Tyfone is an infrastructure player in mobile financial services. Tyfone’s unified platform assists banks in providing an independent, branded solution for mobile banking, mobile contactless payments and Merchant Relationship Management services to leverage all assets of any retail bank with a card portfolio. For additional information, go to [www.tyfone.com](http://www.tyfone.com).

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