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Adenyo promotes Christophe Collet to Managing Director, France

Head of European Sales takes on management of mobile marketing firm's operations in France

Toronto, Ontario and Paris, France – April 27, 2010 – Adenyo, a mobile marketing software company, announced today the promotion of **Christophe Collet** from Head of European Sales to Managing Director of the firm's operations in France.

Christophe Collet has been Adenyo's Head of Sales in Europe since 2008. Previously, he was a co-founder and the CEO of FollowCom, a company that was acquired by SBW-Paris, now Adenyo, in 2007, and he has since been influential in creating and building the superior client relationships leading to Adenyo's current success. Prior to this, he was the Vice President of Strategy and Development with PROMOGOLF SA, a leading golf event agency in France. He has a masters degree in business from the Bordeaux School of Management

"Christophe has already made significant contributions to our company's success and I am very pleased to have such an accomplished and dedicated individual taking over the management of our operations in France," said **Tyler Nelson, Adenyo Chairman and CEO**. "He is very keen to take on the challenging role of leading Adenyo in the French market and growing the business in Europe and I have every confidence that he will continue to achieve high levels of success."

About Adenyo

With operations in North America and Europe, Adenyo enables agencies, brands and mobile carriers to develop, target, execute and measure fully integrated marketing strategies and campaigns in the mobile economy. Through its integrated mobile marketing software platform, Adenyo has delivered thousands of successful mobile campaigns for the world's most demanding organizations, allowing brands to capitalize on the unique opportunities that only mobile can deliver. For more information, please visit: www.adenyo.com.

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