



ClairMail Extends Leadership Team with Addition of Bob Adamany

New Vice President of Market Development Adds Executive Management Experience in Business Development

NOVATO, Calif., May 30, 2007 — ClairMail, Inc., the leader in 2-way mobile phone-based customer interaction, today announced that Bob Adamany has joined the company as vice president of market development. Adamany, an experienced wireless and information technology executive, will be responsible for driving the strategic and operational leadership of ClairMail's business development team, and spearheading efforts to identify new industry partnership opportunities.

"On the heels of our recent announcement to power Bank of Stockton's mobile banking services, the addition of Bob serves as yet another tremendous success for ClairMail and signifies our continued momentum in this growing space," said David Thompson, vice president of marketing at ClairMail. "The industry experience and professional relationships that Bob brings will serve as an invaluable asset to ClairMail as we continue to grow our leadership position in the mobile banking industry."

As a management executive with a wide range of experience in the telecommunications and commerce industry, Adamany joins ClairMail from VeriSign, where he served as vice president of business development and vice president of payment services for the past five years. In these roles he was responsible for identifying and assessing potential acquisition targets, building and managing strategic relationships with executive industry leaders and participating in key industry and regulatory organizations such as the Mobile Payments Forum, where he served on the board of directors.

Prior to VeriSign, Adamany served as vice president of wireless services at Illuminet, where he was responsible for the growth and on-going operations of their international wireless business unit. He also served as the director of information technologies for Bell South International Wireless Services, Inc. where he managed all aspects of IT, including design, development and testing.

"As the mobile banking and payments market matures, solutions that are easy for customers to adopt and provide the most value will emerge as the industry leaders," said Adamany. "Because the ClairMail platform is the only solution that works on all phones across all carriers and does not require downloading new software, we are poised to capture broad market share among financial institutions. I look forward to helping ClairMail grow its leadership position through partnerships with other market leaders."

About ClairMail

ClairMail's breakthrough platform and applications optimize any mobile phone for two-way customer interaction – with no new mobile phone software required. Using any mobile phone's standard and intuitive messaging functionality, ClairMail empowers financial institution customers to easily access secure information, conduct transactions and get no-hold customer service by sending a single text message or email. Additionally, ClairMail's Actionable Alerts™ enable financial institutions to deliver complete service to customers as an alternative to expensive channels like call centers and IVR. Unlike other proprietary and inflexible point solutions, the ClairMail System is a turnkey, standards-based offering that seamlessly integrates with existing systems and delivers the fastest time to value. ClairMail removes the friction from customer interactions by empowering mobile customers to retrieve and update vital information from any back-end system. Founded in 2004, ClairMail is headquartered in Novato, Calif. The company is privately held and funded by Norwest Venture Partners, Outlook Ventures and JAFCO Ventures. For more information call (415) 884-7270 or visit www.clairmail.com.

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