



## ClairMail Strengthens Leadership Team with Addition of Sales Veteran Keith Gray

*Mobile Customer Interaction Solution Provider Appoints New Regional Vice-President of Enterprise Sales*

**NOVATO, CA, November 28, 2006** — ClairMail™, Inc., the leader in mobile phone-based customer interaction solutions, today announced the appointment of Keith Gray as regional vice-president of enterprise sales. As the latest addition to ClairMail's executive team, Gray possesses a breadth of knowledge and extensive background in sales with various software solutions, large financial institutions and Fortune 100 companies.

"Coming off a successful set of meetings at the BAI retail delivery conference and the recent announcement of \$12 million in Series B financing, this appointment serves as yet another tremendous success for ClairMail and signifies our continued momentum in this growing space," commented Joseph Salesky, CEO of ClairMail. "The industry experience that Keith possesses will serve as a major asset to ClairMail. Keith will play a key role in building out ClairMail's sales team in this notable growth period and accelerating the company's momentum."

With over twenty years of sales experience, Gray joins ClairMail from Tuvox Incorporated, a speech application provider selling software solutions to large corporations, where he served as regional director and helped coordinate key partnerships and customer relationships with major financial and insurance institutions as well as consumer electronics companies. Prior to Tuvox, Gray served as vice-president of business development for B3 Corporation, which included customers such as Wells Fargo and Time Warner, and as sales director for Viacore, where he was responsible for targeting large financial institutions and Fortune 100 companies.

"I'm looking forward to contributing my financial services experience and understanding of the dynamics of this market as ClairMail continues to expand its offering and grow its customer base," said Gray. "With the dramatic increase in demand for ClairMail's messaging-powered mobile customer interaction solution among financial institutions, this is a pivotal opportunity for me to share my sales experience in coordinating key partnerships and targeting large financial institutions."

ClairMail recently introduced a messaging-powered mobile customer interaction solution optimized for the retail banking industry. The new offering builds on the company's breakthrough mobile access platform and adds a host of new capabilities to power retail banking services – including fund transfers, actionable alerts, transaction verifications, account information and history and no-hold customer service – in a single, comprehensive system.

### ClairMail, Inc.

4 Hamilton Landing, Suite 200  
Novato, CA 94949

**Phone:** (415) 884-7270

**Fax:** (415) 884-7299

**Email:** [info@clairmail.com](mailto:info@clairmail.com)

**Web:** [www.clairmail.com](http://www.clairmail.com)

### About ClairMail

ClairMail's breakthrough technology optimizes any mobile phone for two-way customer interaction. Using the 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](http://www.clairmail.com).