

About Juice Wireless

Founded in 2004, Juice Wireless quickly built a leadership position in mobile marketing services, developing high impact solutions for major brands and agencies utilizing its cutting edge mobile technology platforms. Juice was sought out in the marketplace for its proven ability to innovate using a portfolio of proprietary technologies, engines and platforms, which included Mobile Birthday Reminder™ (www.mobilebday.com), Info-to-Go Mobile™ (www.infotogomobile.com) and Cool Mobile Games™ (www.coolmobilegames.com).



During the growth phase of its mobile marketing services business, Juice began development of its flagship product, the JuiceCaster™ (www.juicecaster.com), which launched in Spring of 2006. The JuiceCaster is the first Personal Broadcast Network that delivers the most robust cross-platform, device-agnostic solution for multimedia content creation, sharing and social networking available on the market today. The JuiceCaster enables consumers to quickly and easily create, share, search and access multimedia content - text, images, audio and video - from digital devices anytime, anywhere using PCs and mobile phones. In the fall of 2006, Juice launched its latest and most important innovation, the JuiceCaster Media Box™. With the MediaBox™, consumers can instantly publish any mobile or web based digital content to virtually any website or online personal page in rich channel format. JuiceCaster's market leadership in mobile social media has been recognized with notable press and industry awards.



Audience Choice Award:

JuiceCaster won the Audience Choice Award at the highly regarded Under the Radar. The event, which showcases the best and hottest emerging technologies in the mobile and internet arenas, was held Nov. 16th and featured speakers from leading technology companies including Microsoft, Intel Capital, AOL and others. JuiceCaster received the Audience Choice Award in the video category by top technology executives, venture capitalists, wireless operators and entrepreneurs.



Hot for 2007 – Mashable! Social Networking Awards

In December 2006, Juice was recognized as an emerging company to watch in 2007 in the mobile social networking space.

Management Team

David Herman – CEO

As one of the co-founders of Juice Wireless, Inc., David manages the overall strategic and business direction for Juice as well as overseeing company financing. David has over 15 years of senior leadership experience in founding, venture financing, and growing the business operations of diverse media, communications and entertainment companies, including 2B Enterprises, LLC, Network of the World, Hollywood Stock Exchange and Origami Media and Entertainment. David began his career as a partner at the boutique entertainment law firm of Markowitz and Rabbach where he founded Warrior Music, a music publishing company he still owns today. David holds a J.D from the Benjamin Cardozo School of Law, Yeshiva University and is a member of the Mobile Media Association's Governance Committee and The Advertising Club of New York.

Nick Desai –CHAIRMAN & CHIEF CREATIVE OFFICER

Nick is a co-founder of Juice Wireless, Inc., as well as the visionary behind Juice's award winning products, including its flagship product, The JuiceCaster™. Nick has a proven track record as an entrepreneur in the technology, internet and wireless industries and has been a thought leader in the evolution of mobile data services since their inception. Prior to Juice Wireless, Nick was a co-founder of Lemko Corporation where he spearheaded business development with top tier carriers. He was also the founder and CEO of Zkey.com. Nick is a frequent speaker and author and has written a regular column for California CEO Magazine. He holds an MS in Electrical Engineering from UCLA and a BS in Electrical and Computer Engineering from UC Irvine.

Dan Paik – CHIEF TECHNOLOGY OFFICER

As CTO, Dan supports the technical vision for Juice Wireless and provides the day-to-day technical direction and operations for the company. He has over 10 years of experience in IT management consulting with a variety of different clients, including Hewlett Packard, Warner Brothers Online, Ingram Micro, and Cadence Design Systems. Prior to joining Juice Wireless, Dan held management positions at Framework, Inc., and KPMG Consulting. He earned a BS in Computer Science from the University of California at Berkeley.

Theresa Chin – EVP – FINANCE & ADMINISTRATION

Theresa is responsible for the day to day operations of Juice Wireless, including the finance, legal, HR and administrative functions. Prior to joining the company, Theresa was with ClubMom where she headed finance and operations. Theresa has over 18 years of progressive management experience in the financial services industry, most of which were with divisions within Citigroup including Travelers, City Private Bank, and Smith Barney. She holds an MBA from The Wharton School, University of Pennsylvania and a BA in Economics from Wellesley College.