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Welcome Aboard: WSA Adds Five New Board Members

From an Engineering Director at Google to 'The Apprentice' Runner-Up, New Members Represent a Wide Variety of Technology Backgrounds

SEATTLE – (Aug. 2, 2007) – The WSA, the state's oldest and largest technology trade organization, today announced the addition of five new members to its Board of Directors. Mirroring the burgeoning landscape of the Northwest's technology industry, the WSA's newest board members represent a diverse range of impressive backgrounds.

"I am thrilled to welcome our newest board members to the WSA family," said Ken Myer, President and CEO of the WSA. "We count on our board members – who work within all sectors of the technology industry – to provide us with their invaluable leadership as we continue to expand the global impact of Washington's technology companies."

The five new board members are:

- **Ron Craswell, Engineering Director, Google**
 - As an Engineering Director, Craswell provides leadership to Google's Kirkland office. He also oversees a number of Google projects, including parts of Google Maps, Webmaster Tools and Google Pack (software specifically selected by Google). Prior to Google, Craswell was VP of Engineering for M:Metrics. Craswell's 19 years of industry experience include a number of startup ventures in fields ranging from mobile to e-mail systems and messaging security.

- **Carla Stratfold, Senior Vice President, Program Integration Office, RealNetworks, Inc.**
 - Stratfold joined RealNetworks in 2001 as the SVP of Sales. Prior to joining RealNetworks, she was with Oracle for 10 years as the VP of Product Sales and Marketing and was VP of Business Development for BackWeb Technologies.

- **Keith Smith, CEO, Zango**
 - Smith has served as the CEO since co-founding Zango in 1999. Under his leadership and "Content Economy" vision, Zango has become the leading desktop advertising company in the world with an international presence, including six offices in four countries. In addition to Zango, Keith's background includes technology development, financial services and entrepreneurial experience.

- **James Sun, CEO, President and Founder, Zoodango**
 - Sun founded Zoodango.com as a means of bridging online social

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networking with real face-to-face interactions. During his college years, Sun started out by running an investment trading company. In addition, before creating Zoodango, he signed on with Deloitte Consulting and worked as a management consultant to provide strategic services to Fortune 500 companies. This year, Sun was also the runner-up on NBC's show "The Apprentice."

- **Jennifer Shettleroe, Vice President of Engineering, Attachmate Corporation**
 - Shettleroe, who is responsible for the development and delivery of Attachmate products, has enjoyed a 20-year career in software development and delivery. Shettleroe joined Attachmate in 1995, holding key leadership positions in product development, information technology, technical support and corporate training.

In total, the WSA's Board of Directors has 35 members. In conjunction with Myer, the board governs and drives the strategic direction of the organization.

"It's exciting to see these top industry executives – who are true leaders in their fields – contribute so much time and energy to our mission," said Bill Baxter, chair of the WSA board, as well as founder and CEO of SnapTune, Inc. "These new members will undoubtedly take our efforts to the next level."

About the WSA

Founded in 1984, WSA is Washington's technology association with over 1,000 member companies representing more than 100,000 software, Internet, telecommunications and technology company employees. The WSA is a catalyst for industry connections and provides members with key business services. As a voice for Washington's technology industry, the WSA leads the advocacy of issues necessary to grow Washington state's impact as a leader in the digital economy. WSA's Global sponsors are Davis Wright Tremaine LLP, Laird Norton Tyee, Microsoft, Regence BlueShield, The Hartford and Wells Fargo Insurance Services. WSA's funding sponsors are AH&T Insurance, Comerica and Google. For more information, please see www.wsa.org.

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Contact:

Autumn Monahan
MWW Group for WSA
206-505-8350
amonahan@mww.com