

**COMPANY CONTACT:**

Stephen Randall  
LocaModa, Inc.,  
617.864.9600 ext 105  
[srandall@locamoda.com](mailto:srandall@locamoda.com)

## **Stephen King Joins LocaModa via Facebook, Monster and Dotomi**

### *LocaModa Strengthens Sales Team as Market Offerings Take Off*

**Cambridge, MA– Feb 22, 2008** – LocaModa Inc., a leading out-of-home social platform provider, announced today that Stephen W. King has joined the company as Vice President of Sales.

Mr. King has over 10 years of experience selling interactive advertising and social media at Dotomi, Monster and Facebook.

Stephen Randall, LocaModa's CEO, commented on the new appointment: "Stephen's experience is a great asset to LocaModa just as we're connecting thousands out-of-home locations with online social networks. We look forward to his contribution during the continued growth of our business."

"When I saw how LocaModa was merging out-of-home audiences with web-based communities in such a pioneering way, I knew that this was the ideal place for my next adventure. I'm looking forward to working with the innovative team at LocaModa," said Stephen King.

### **About LocaModa**

LocaModa connects people and places. The company was founded on the insight that out-of-home networks such as Wi-Fi hot-spots, narrowcast digital signage, and IP-based entertainment networks (jukeboxes to cinemas) can be leveraged to provide interactivity, presence and commerce for mobile consumers.

LocaModa Inc. is a privately held company, incorporated in Delaware, headquartered in Massachusetts and founded by Stephen Randall, a former EVP/Founder of Symbian. True to its global vision, LocaModa is internationally backed by Dace Ventures in USA, Mahindra Group in India and Sumitomo Corporation of Japan, via its US-based strategic investing arm, PresidioSTX.

Additional information can be found at [www.locamoda.com](http://www.locamoda.com)

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