



CELLFIRE NAMES ROBERT DRESCHER CEO

New Leadership to Drive Growth in Emerging Digital Coupon Industry

SAN JOSE, Calif. – Jan. 25, 2010 – Cellfire Inc., the leader in electronic and mobile coupon solutions, today announced the appointment of Robert Drescher as CEO. Drescher brings more than 20 years of experience building and growing entrepreneurial teams and a comprehensive understanding of market strategy in the marketing/advertising, software and telecommunications industries. Drescher will be responsible for the overall management and direction of Cellfire. He has also been appointed to Cellfire's Board of Directors.

“Robert Drescher brings to Cellfire very strong operational experience and a proven track record of building strong customer partnerships, along with a deep knowledge of our industry” said Alex Mendez, chairman of the Board and general partner, Storm Ventures. “As we start a new decade, Robert will play a critical role in building consumer loyalty, reaching new markets, forging key relationships and driving company growth.”

Prior to his current post, Drescher served as the CEO of both SoftCoin (which was sold to YOU Technology) and Optivo Corporation, a start-up offering e-business applications to drive profitability for online retailers. He also held executive roles at Oblix, Aspect Telecommunications and VeriFone, Inc. and started his career as a consultant at McKinsey & Company.

Drescher holds a bachelor's degree in mechanical engineering, and master's degrees in both engineering and business from the Massachusetts Institute of Technology.

Cellfire's pioneering solutions use digital interactive channels to effectively drive real-world consumer transactions at stores and restaurants. The service provides convenient access for consumers to discounts and offers at more than 6,000 retail locations today from leading brands, grocers, and retailers across the U.S. Cellfire users can easily find coupons through the Web at cellfire.com, or anywhere on-the-go with Cellfire's award-winning mobile application. Cellfire is a free service available nationwide, although standard data or usage charges may apply depending on the carrier or data plan.

About Cellfire

Cellfire is the leading provider of electronic and mobile coupon solutions in the U.S. Cellfire offers consumers convenient savings from national retailers, local merchants and top-brands at grocery stores through either cell phones or computers. Cellfire gives merchants and brands an interactive, targeted, and secure solution to reach and engage customers anytime, anywhere with the device of choice. Founded in 2005, Cellfire is headquartered in San Jose, Calif. For more information or to download Cellfire, visit www.cellfire.com.

Contact:

Mary Placido

GolinHarris

415-274-7902

mplacido@golinharris.com