

## Formotus CEO to Present at WTIA 2008 Technology In Focus Series

**WHO:** Joseph Verschueren, Formotus' Co-founder/CEO, will present as a panelist to wireless industry stakeholders at the Washington Technology Industry Association's (WTIA) first 2008 Technology In Focus event, "Mobile Mania – Show Me the Money!"

Verschueren is a leading authority on mobile business applications and his company, Formotus, is the first to enable information workers to click-and-deploy mobile data without writing a single line of code. He has more than 20 years of experience developing successful technology companies. Verschueren's wireless experience is extensive. As a member of US WEST NewVector Group (now part of Verizon Wireless), he helped launch one of the first cellular systems in the world in 1984. Verschueren's entrepreneurial accomplishments include founding ImageX in 1995 with an initial venture capital investment of \$3.5M. During his tenure at ImageX, the company raised more than \$160M and completed its successful IPO in 1999. Verschueren has twice been recognized by Ernst & Young as an Entrepreneur of the Year Finalist.

**WHAT:** In a panel presentation, Verschueren will join other wireless experts to discuss the key trends, challenges and opportunities shaping the future of the mobile industry. Panelists will also discuss the latest advancements in mobile technology for consumer and business markets. In January 2008, Formotus FormoPublish™ was named a finalist in the "Business Product of the Year" category in WTIA's annual Industry Achievement Awards.

**WHEN:** Thursday, March 27, 2008 from 4:30 – 8:00 p.m. PT

**WHERE:** Westin Hotel, Seattle, WA, Grand Ballroom #3

### About Formotus

Formotus, Inc. is the first company to provide fast, easy mobile access to business data. The Company's software + services model allows organizations to quickly generate and deploy business applications over-the-air (OTA) to Microsoft Windows Mobile® devices. Formotus' FormoPublish™ services leverage Microsoft Office to allow non-technical users to click-and-deploy powerful and secure mobile applications, without writing a single line of code, empowering the mobile workforce for small businesses and Fortune 1000 enterprises alike. To learn more about how Formotus is mobilizing business data visit [www.formotus.com](http://www.formotus.com).

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