

## Rapid Growth Drives Executive Promotions at W3i

**Minneapolis, Minn. September 19, 2011-** W3i, a leading network for app distribution and monetization for personal computers and mobile devices, is very pleased to announce the following promotions:

- Jeff Bollinger was promoted to Chief Technology Officer and Senior Vice President. Jeff joined W3i eight years ago as a Software Developer. Today, he leads the Information Systems Group, which includes Software Development, Business Intelligence, and the Information Technology teams.
- Lisa Nistler was promoted to Senior Vice President of Sales and Marketing. Lisa joined W3i four years ago and has increasingly taken on additional responsibilities. Today, she leads Business Development, Account Development, and Creative Services.
- Ryan Ranweiler was promoted to Chief Financial Officer and Senior Vice President. Ryan joined W3i six years ago and has progressed through his career at W3i. Today, he leads the Finance team and the company's Owned and Operated team.
- Ryan Weber was promoted to Senior Vice President of Product Management and Co-Founder. Ryan Weber co-founded the company in 2000 and leads product management.
- Rob Weber was promoted to Senior Vice President and Co-Founder. Rob Weber co-founded W3i in 2000 and leads business development for mobile.

“W3i is experiencing outstanding growth in 2011, surpassing all financial expectations. In addition to outstanding company performance, these promotions recognize the increasing demands of a growing organization and creates a framework to further expand our organization to meet the demands of a high growth company. I would like to congratulate my senior management team and the W3i team as a whole. We look forward to an exciting future at W3i as we strive for leadership in the consumer app industry.”  
comments Andy Johnson, CEO.

**About W3i:** W3i is an application network that increases revenue and distribution for consumer applications. W3i's solutions use **InstallIQ** technology for recommending PC and mobile apps that users value. InstallIQ was optimized on more than 600 million **app installs**, that's 6 apps per second. W3i is an experienced team of app-savvy marketers with deep technical know-how and many years of industry experience. To learn more, visit [www.W3i.com](http://www.W3i.com).

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Jeff Bollinger



Lisa Nistler



Ryan Weber



Rob Weber



Ryan Ranweiler