



AirSage Expands Management Team

Written by AirSage

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Vince Zappa and Marilyn Troup join leading provider of real-time traffic information

Atlanta, GA – May 8, 2007 – AirSage, Inc., the leading provider of real-time traffic information, today announced the addition of Vince Zappa and Marilyn Troup to its top-level management team. Zappa joins as vice president of carrier operations. Troup comes on board as marketing communications director.

"We are not only dedicated to providing the best products and most extensive coverage in the industry, but backing that up with the strongest possible management team," said Cy Smith, CEO and president of AirSage. "The addition of Vince and Marilyn is a significant extension of our overall capabilities and will enable rapid world-wide growth."

Zappa has more than 13 years of experience in the consumer internet, wireless, and enterprise software industries and assumes responsibility for managing worldwide carrier relationships and strategic partnerships for AirSage. Prior to joining AirSage, Zappa was the vice president of converged services at TMNG, a global telecommunications and media strategy consulting firm. Before TMNG, he held management positions spanning product management, product development, and strategy at early-stage companies including Helio, EarthLink, Trilogy Software and MindSpring. Zappa received a M.B.A. from The Fuqua School of [Business](#) at Duke University and a B.S. in computer science from Georgia State University.

Troup's professional experience includes positions as internal communications manager, senior marketing communications manager, and competitive intelligence manager with BellSouth Corporation. She has 16 years of high-tech marketing and communications experience. She earned her B.B.A. in marketing from Stetson University and her M.S. in marketing communication from Florida State University. At AirSage, Troup is responsible for all corporate communications, marketing and public relations.

"Vince's strong [wireless](#) operator experience and strategic perspective, coupled with Marilyn's background in high-tech marketing and communications, will significantly further AirSage's leadership position in the fast-growing real-time traffic data marketplace," added Smith.

About AirSage, Inc.

AirSage is the leading provider of reliable and accurate real-time traffic information providing partners and customers with the highest quality speed, travel time and traffic flow information on more than 100,000 miles of the nation's highways, freeways, primary roadways and arterial roads. The Atlanta-based company has developed innovative, patented software technology that aggregates anonymous signaling data from wireless [mobile](#) operators. AirSage is currently the only company in the U.S. with a wireless carrier partner that is committed to a national deployment and is the only company with the capability to provide real-time traffic information using this ground-breaking technology. For more information, please visit www.airsage.com.