



FOR IMMEDIATE RELEASE

Bluestreak Technology Accelerates Mission to Customise Flash® Technology for Wired and Wireless Devices with New EVP of Sales and Marketing Samuel Sweet

MONTREAL, Canada — October 1, 2009 — [Bluestreak Technology Inc.](#), the leader in open Flash® platforms for wired and wireless devices, today announced the appointment of Samuel Sweet as Executive Vice President of Sales and Marketing. Sweet brings more than 13 years of experience in global technology sales, market development, and marketing to Bluestreak Technology. In this newly created role, Sweet is responsible for growing the sales of Bluestreak Technology's solutions worldwide and driving the expansion of the Bluestreak Technology brand.



"Samuel will play a key role in increasing our market share within the wireless and wired industry, as well as expanding our solutions to new types of embedded devices and market segments that will benefit from our cross-platform solutions," said Dominique Jodoin, Bluestreak Technology CEO and President. "With Samuel's broad sales and management experience in the global mobile industry, I am confident that he will lead Bluestreak Technology towards achieving our business goals and attaining the next level of success."

Prior to joining Bluestreak Technology, Sweet was Vice President, Sales for Europe, Middle East, and Africa for IKIVO AB, a leader in the area of open standards, rich media software. He has held several sales management positions with large brand name companies including Ericsson Hewlett Packard Telecom, Global Crossing, Telewest (now Virgin Media), and AT&T and has also consulted for several venture-backed start-ups in the area of mobile graphic and service delivery platform software.

The addition of Sweet intensifies Bluestreak Technology's recent expansion beyond research and development towards executing a focused go-to-market strategy. Over the last two years, the company has accelerated its mission to create custom Adobe® Flash-based user interfaces, applications, and Web services across set-top boxes, mobile phones, digital televisions, and other consumer electronic devices through a number of significant achievements including:

- **New Leadership:** Appointing experienced leadership, including a new CEO and president, [Dominique Jodoin](#), in 2009
- **'Industry-First' Customer Launches:** Delivering the first Adobe Flash-based TVs and mobile TV solutions into market with [leading customers and partners](#), including Mitsubishi, Orange, Qualcomm, and Time Warner
- **Proven Deployments Worldwide:** Deploying Bluestreak Technology's [MachBlue™ Platform](#) to millions of consumer devices worldwide

“I am pleased to join an organization which offers such a strong history of successful customer deployments and proven technology,” added Sweet. “Companies and consumers are clearly demanding Flash solutions across a wide variety of devices and Bluestreak Technology is the only company that provides the customization options necessary to deliver these types of user interfaces, applications, and Web services across any screen. I look forward to working with the other members of this experienced management team to continue to build upon Bluestreak Technology’s track record of success.”

For more information about Bluestreak Technology and its award-winning MachBlue™ open Flash platform, please visit <http://www.bluestreaktech.com>.

About Bluestreak Technology

Bluestreak Technology is the open Flash® platform leader for companies that want to create custom Adobe® Flash-based user interfaces, applications, and web services across a wide variety of wired and wireless devices. The company’s award-winning MachBlue™ platform extends the rich graphics that Flash is known for on the Web with the customization options necessary to overcome the unique constraints of set-top boxes, mobile phones, digital televisions, and other consumer electronic devices. Bluestreak Technology’s software is used daily by millions of consumers worldwide, delivering interactive and engaging user experiences that have been shown to improve service adoption rates by 75%, increase content usage by over 50%, and deliver customer satisfaction rates as high as 98%. Privately held and headquartered in Montreal, Canada, Bluestreak Technology powers the Flash-based user interfaces and applications for many of today’s leading television and mobile companies, including France Telecom, Time Warner Cable, Videotron, Mitsubishi, and Telecom Italia France. Additional information is available at +1 (514) 448-7662, info@bluestreaktech.com, and <http://www.bluestreaktech.com>.

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Press Contacts:

Bluestreak Technology
Anne Baker
+1 (425) 442-1806
pr@bluestreaktech.com

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