



# PRESS RELEASE

300 West Wieuca Road Building One Suite 300 Atlanta GA 30342 678-781-7200 Fax 678-781-7239 [www.williammills.com](http://www.williammills.com)

**CONTACT:** Joy Harper  
For Bling Nation  
678.781.7208  
[press@blingnation.com](mailto:press@blingnation.com)

Elizabeth S. McMillan, APR  
For Bling Nation  
678.781.7224  
[press@blingnation.com](mailto:press@blingnation.com)

## **Bling Nation Adds Facebook Executive, Chamath Palihapitiya, To Board of Directors**

**PALO ALTO, Calif., Jan. 27, 2010** – [Bling Nation](http://BlingNation.com), a provider of [mobile payments](#) services that connect financial institutions, businesses and consumers with mobile tap-and-pay purchases, announced today that Facebook vice president of User Growth, Mobile and International, [Chamath Palihapitiya](#) has joined its board of directors.

Palihapitiya is one of the longest tenured senior executives at Facebook and, during his time there, has been the executive responsible for managing Facebook's Platform, launching its online advertising channel and most recently driving Facebook's massive user growth and evolution into mobile. He also serves on the board of directors for Fixya.com and is recognized for his outstanding leadership in the Internet and financial services industries over the past 10 years in Silicon Valley.

"Silicon Valley is home to a number of innovative and highly successful technology ventures," said Palihapitiya. "In fact, Bling Nation was named one of *Bank Technology News'* Top Ten Innovators for 2010, and I believe they are poised to revolutionize and streamline the way payments are made in the United States. As a member of the board of directors, I am excited to contribute my experience in building and scaling new platforms to assist them in achieving their goal of simplifying everyday purchases for consumers."

Prior to joining Facebook, Palihapitiya managed consumer Internet, advertising and technology investments for The Mayfield Fund, a leading Silicon Valley-based venture capital firm. Before Mayfield, he served as AOL's vice president and general manager of AIM and ICQ, two of the most popular instant messaging businesses on the Internet. Palihapitiya began his career in the financial industry as a derivatives trader before transitioning to the high tech industry with stints at Internet music pioneers, Spinner.com and Winamp.

"Since inception, Bling Nation has been committed to bringing in the brightest and most innovative minds to effectively re-invent the way consumers make everyday purchases," said Meyer Malka, co-chief executive officer of Bling Nation. "Our services work through consumers' mobile phones, enabling them to purchase, redeem loyalty incentives and receive transaction

information in real time. In other words, together with our financial institution and business partners, we “make money mobile“ for consumers. Just as Facebook revolutionized the way in which people interact and share online, we plan to revolutionize the way in which payments are processed through mobile technology, and Chamath will play a pivotal role in assisting us in the realization of that vision.”

Bling Nation is currently live in diverse communities throughout the United States, including Colorado, New York and California. The company plans to continue aggressive deployments throughout 2010.

In addition to Palihapitiya, Bling Nation’s board of directors includes co-chief executive officers of the company, Wences Casares and Meyer Malka; Eric O’Brien, managing director of Lightspeed Venture Partners; and Roberto Bonanzinga, partner at Balderton Capital.

### **About Bling Nation**

Bling Nation mobile payment services connect financial institutions, businesses and consumers. Consumers tap their mobile phones to purchase, redeem loyalty incentives and receive transaction information in real time. Businesses and financial institutions eliminate payment-processing middlemen to reduce costs, while differentiating their services and supporting community “shop local” programs. For additional information, visit [www.blingnation.com](http://www.blingnation.com).

#