

apprupt open their first branch office abroad

Jon Mundy manages new premises in London

Hamburg/London, July 21st, 2010 – apprupt (www.apprupt.com), the first affiliate network for mobile applications, announces the appointment of Jon Mundy as Director of Business Development (UK). This is apprupt's first step in expanding their activities to foreign markets with emphasis on the fast growing British mobile market.

Jon takes on the position of Director of Business Development (UK) with immediate effect. His main responsibility will be the establishment and further development of the apprupt publisher network in the UK as well as managing the London branch. Jon has longstanding experience in across multiple platforms in the online sector. Formerly Sales Strategy Manager at BSKyB, Jon has worked across the online sector for over ten years, and was the first employee of the successful specialist digital sales agency, Aura Sports, which was bought by BSKyB in 2006. Prior to Aura Sports Jon worked at the specialist construction industry title Building Magazine, as well as Teletext. Jon has a BA in European Studies and French from the University of Leeds.

Jascha Samadi, apprupt's Managing Director and Co-Founder, is looking forward to the new support of the team as well as the entry to the British market: "With Jon Mundy we acquire a real specialist in the British digital media system, who will be able to professionally advise our clients thanks to his expert knowledge, and also boost the continued set up of our app affiliate network as well as strengthen the team in Great Britain."

About apprupt

apprupt (www.apprupt.com) is the first affiliate network for mobile applications. Through its affiliate platform, apprupt enables app developers to market their apps on a on a pay-per-download basis to specific target groups of users within its network of wide-reaching publisher partners - app marketing becomes transparent and performance-based. apprupt enables publishers such as WEB.DE Mobile, FTD.de or RTL through a white label app shop to offer their own users a relevant preselection of apps as well as to monetize mobile traffic through app sales on a transaction basis. The corporate headquarters are in Hamburg, Germany.

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