

Former JBoss COO Joins Open Source Marketing Automation Startup LoopFuse

Rob Bearden, former chief operating officer of JBoss, signs on to serve as an advisor to LoopFuse

ATLANTA - February 25, 2008 - LoopFuse, LLC, the world leader in open source marketing automation, today introduced Rob Bearden, former chief operating officer of JBoss, as an advisor to the organization. Bearden will provide high-level strategy and counsel.

“LoopFuse provides companies with a comprehensive solution to realize true close looped marketing, which builds a stronger pipeline for sales and allows marketing to determine true ROI on their marketing initiatives,” says Bearden. “I have been working with numerous companies over the past two decades to address these same issues and I’m pleased to help LoopFuse in building a winning solution.”

Bearden brings to LoopFuse more than 20 years in the software industry, and a proven history of putting multiple organizations on the map. He was instrumental to the growth and eventual sale of JBoss, to Red Hat in 2007. As COO of JBoss, Bearden helped architect and execute the company’s business model, and managed its worldwide operations. His most recent position was COO of OpenSpan, a desktop integration software provider, where he was responsible for global sales, marketing, business development and administration.

“We’re excited to have Rob join our advisor ranks, and view him as a major asset to LoopFuse. We know that he will provide a tremendous amount of expertise and guidance to every facet of our business,” says LoopFuse CEO Roy Russo. “With his operational background at JBoss and winning track record, we brought him in because we know he can really add value to the company and help make LoopFuse a household name.”

Both LoopFuse co-founders, Russo and CTO Tom Elrod, are familiar with Bearden from their years at JBoss. Russo led the successful incubation and launch of the JBoss Portal project, while Elrod was the lead architect for JBoss Remoting.

This news comes a month after LoopFuse launched LoopFuse OneView 3.0, a major upgrade to their flagship product, which now includes lead nurturing to complete the full-featured marketing automation suite.

About LoopFuse

Headquartered in Atlanta, Georgia, privately-held LoopFuse is the company behind the leading open source marketing automation solution, LoopFuse OneView. Leveraging enterprise-class open source components from the JBoss and Apache projects, LoopFuse engineers with experience at Red Hat, JBoss and Novell developed a full-featured marketing automation suite that combines easy implementation with affordable pricing.

LoopFuse OneView is the leading alternative to limited features available in Google Analytics and high prices of proprietary solutions.

Media Contact:

Daniel Schneider

Page One PR

daniel@pageonepr.com

415.321.2346