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**Marketing Automation Vendor Marketo Names Rob Mihalyi Vice President of Products**

*Engineering expert to fuel customer success through focus on world-class operations and quality*

SAN MATEO, CA — October 16, 2008 — B2B marketing company Marketo today announced that software engineering expert Rob Mihalyi has joined the company as Vice President of Products. Marketo already offers the most intuitive [marketing automation](http://www.marketo.com/) software available and will count on Mihalyi’s 20 years of engineering leadership to build on the success of [Marketo Lead Management](http://www.marketo.com/b2b-marketing-software/lead-management-software.php) and meet the needs of the most demanding enterprises. Milhalyi is responsible for Marketo’s full product lifecycle, from inception to development and operations, and will report to Marketo CEO Phil Fernandez.

“Rob has world-class engineering experience that will help us keep our product and operations at levels that continue to outpace the competition,” said Fernandez. “Despite today’s uncertain economic conditions, marketers are increasingly recognizing that by providing sophisticated marketing technology in an easy-to-buy and easy-to-use package, our solution helps them drive revenue quickly and easily. That’s why we are growing so quickly, and we are thrilled to have Rob on board to support our continued fast growth.”

Prior to Marketo, Mihalyi held executive level positions at MarketLive, Steelwedge, One Release Venture Engineering and IMX, Inc., where he was responsible for all aspects of large-scale, mission-critical system architecture, company technology strategy and direction, software development and technology operations management. He was also with Sybase from 1986 to 1997, where he was Architect of the Sybase SQL Server 11 release and Sr. Director of SQL Server Engineering organization. Mihalyi holds a patent for parallel data buffer caching architecture and has received several awards for architecture and design excellence. He attended U.C. Berkeley and the University of Phoenix, earning a BS in Computer Information Systems.

“My background is in leading and managing the development of high-growth and high-demand SaaS applications, so Marketo is a perfect fit for me,” said Mihalyi. “Marketo’s number-one focus is on driving success for its customers, and a world-class product is the cornerstone of that commitment so I’m excited to help the company fulfill its vision.”

**About Marketo**Marketo (<http://www.marketo.com>) provides B2B [marketing automation](http://www.marketo.com/) software that translates marketing spending into revenue. Our award-winning [lead management software](http://www.marketo.com/b2b-marketing-software/lead-management-software.php) features email marketing, lead nurturing, lead scoring, and closed-loop reporting capabilities to help marketing and sales teams work together to generate and qualify sales leads, shorten sales cycles, and demonstrate marketing accountability. Driven by a relentless focus on customer success and touting the most innovative user experience in business software today, Marketo is emerging as the fastest-growing lead management vendor in the world. Marketo's on-demand marketing products are easy to buy because they don't require complex implementation or upfront fees, easy to own because they don't require IT support, and easy to use without specialized technical skills or significant training. Pricing starts as low as $1,500 a month, and qualified customers who commit to running a production campaign can get started with a free trial that includes set-up, training, and integration.

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