



## PRESS RELEASE

### **SOCIALCAST FORTIFIES EXECUTIVE TEAM WITH VETERAN ENTERPRISE SOFTWARE HIRES**

#### ***Adds Scott Magrath to lead Operations and Tauseef Bashir as VP of Sales***

SAN FRANCISCO, CA – 1/12/2011 -- Socialcast, the company that unites people, information and applications across the enterprise, today announced two critical new hires designed to solidify Socialcast's position as the leader in the enterprise collaboration space in 2011. Scott Magrath has come aboard as vice president of Operations, and Tauseef Bashir has been named vice president of Sales. Both executives bring deep enterprise operational, sales and marketing experience to the table and will be major contributors to Socialcast's strategy for winning the space globally in the New Year.

Scott Magrath brings more than 15 years of experience in general management, product management, business development and sales and marketing experience to the company. Before he joined, Scott was vice president of Global Strategy at Secureworks, where he was responsible for the definition of the company's global go-to-market plans. He joined Secureworks when the company acquired VeriSign's Managed Security Services business, where Scott was the VP and General Manager responsible for strategy, operations and management. Prior to VeriSign, Scott held various leadership positions at Guardent and Genuity. Scott has a B.A. from Dartmouth College and an M.B.A. from the Johnson Graduate School of Management at Cornell University.

"As someone who has run large teams and worked in large organizations, I have an intimate understanding of the challenges associated with cross-functional communication and collaboration. I strongly believe that Socialcast has the premier solution for companies looking to improve these areas," said Magrath. "I am excited to be joining the team and look forward to leveraging my experience in the enterprise space to help accelerate Socialcast's trajectory and help set the stage for the company's continued success."

Tauseef Bashir joins Socialcast as vice president of sales after a successful 14 year history of sales, strategy and business leadership roles within various enterprise software organizations. Before joining Socialcast, Tauseef was vice president of Sales and Business Development at Ramp, a SaaS content optimization platform solution for major publishers, media companies and broadcasters. Tauseef has also held executive management positions at FAST Search and Transfer, which was acquired by Microsoft,

Autonomy, SageWare and Securant, which was later acquired by RSA. Tauseef's experience in content integration and enterprise search has helped him improve sales execution while outperforming revenue and customer satisfaction targets. He holds a degree in Computer Information Systems from the University of Redlands.

"I've built my entire career helping companies find and more efficient use of the knowledge within their collective organizations. It's not an overtly easy problem to solve," said Tauseef Bashir, Socialcast's new vice president of Sales. "Socialcast has simply the best platform for connecting people and their information, no matter where it lives, so companies can make better decisions faster. Socialcast's solutions for these problems are widely acclaimed, and I'm excited to lead its global sales efforts as it becomes the industry's leader."

"We're at a tipping point in Socialcast's history," said Timothy Young, Socialcast's Founder and CEO. "The addition of Tauseef and Scott to our already deep executive bench will match the growth we've forecasted for this year, based on demand for our products. We saw 600% growth in our enterprise customer base over the last 12 months. With the experienced executive team we have on board, we look forward to continued accelerated growth in acquiring and supporting global enterprise customers."

**About Socialcast:** Socialcast – the company that unites people, information, and applications across the enterprise via Activity Streams – brings everyone in with its real-time enterprise activity stream engine. Behind the firewall or in the cloud, Socialcast's software enables instant collaboration in a secure environment. Backed by Menlo Ventures ([www.menloventures.com](http://www.menloventures.com)) and True Ventures ([www.trueventures.com](http://www.trueventures.com)), Socialcast is headquartered in San Francisco, California. For more information visit [www.socialcast.com](http://www.socialcast.com) or call 1-888-779-3220.

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