

Pageflakes Strengthens Executive Team with the Appointment of Technology Veteran Uday Walia

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Agency: **Pageflakes Ltd.**

Germany, October 2, 2006 – Pageflakes, a leading player in the rapidly-growing personalized Internet start page market, today announced the appointment of Uday Walia. As Chief Information Officer, Uday will oversee the technical operations and will lead the company's engineering team in Bangladesh.

Uday has more than 20 years of entrepreneurial technology leadership experience and has been co-founder and CTO of three Bay Area startups, all funded by top tier Venture Capitalists.

Uday has an outstanding track record of bringing new technology to the market and has an almost unparalleled amount of experience in designing and implementing highly scalable and reliable Internet services. As CTO of GetSmart, he was the first to launch a database-intensive interactive web application for consumer shopping - back in 1996, when application servers were in their infancy. Most recently he was CTO of speech-recognition expert JobFlash, a company he co-founded. Prior to that he was CTO of Done.com, a wireless services company that he co-founded as well.

Uday also has ample experience in working with offshore development teams and successfully completed a multi-million dollar project for Wells Fargo Bank that was developed in India way back in 1995.

"A leader with Uday's depth of technology and management experience will allow Pageflakes to continue to develop the scalable and reliable architecture that we need in order to fulfill our mission of becoming the #1 startpage in the World," said Christoph Janz, co-founder and CEO of Pageflakes. "We are extremely pleased to welcome Uday to lead our technical operations and help us continue to simplify people's digital lives. "

"I love to take emerging new technologies and do something with it that will make peoples' lives easier. Pageflakes has established itself as the AJAX King and has a vision of using Web 2.0 in a way that will make Internet so much easier and fun to work with it. I am delighted to be able to work on this opportunity." said Uday Walia.

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Pageflakes is a leading player in the rapidly-growing personalized start page space. At www.pageflakes.com, the company provides a convenient one-stop access-point to a user's favourite internet applications and content such as blogs, news feeds, Del.icio.us bookmarks, Flickr photos and numerous other web services and applications. Since its beta launch in February 2006, Pageflakes has been adding new features at record speed. One of the latest innovations is the ability to share pages with friends or publish them for anyone to see. In May 2006, the company announced that it has secured seed funding from Benchmark Capital.

[You can find this press release here](#)