



Silicon Valley Internet Strategist Harry Max Joins Rubicon Consulting

Rubicon Consulting, Inc., a leading provider of business and marketing strategies for tech companies, expands again

Los Gatos, Calif., October 16, 2007 – Rubicon Consulting announced today it has hired Harry Max as a principal at the firm. A seasoned web strategist, Max combines broad high-tech business experience with an unusual set of strengths, including UI, customer engagement models, leadership coaching, systems design and strategic problem solving.

“Rubicon has always been known as a big-think company. Harry fits their ethos as an exceptional consultant who is able to discern the essence of incredibly complex scenarios and deliver insightful approaches with refreshing clarity and wisdom,” said Eric Zarakov, vice president of marketing, FotoNation. “His joining the Rubicon team is a significant addition to an already powerful team of strategists.”

“Harry is known for his relentless intellectual curiosity and extreme drive when it comes to difficult problems and finding the single best solution. Rubicon’s clients will benefit from his complete alignment with the firm’s proprietary methodology,” said Nilofer Merchant, CEO, Rubicon Consulting.

“I look forward to working with a wide variety of companies in tech industry segments at Rubicon. It’s an opportunity to make important contributions that will leverage my Internet and marketing knowledge to the fullest,” said Max.

About Harry Max

As a co-founder of Virtual Vineyards (wine.com), Max designed all the user interaction concepts behind the first secure Web shopping cart. Prior to that, he was the founder and CEO of Public Mind, an enterprise software company focused on solutions for on-line feedback and customer-driven innovation. Harry’s client list encompasses many of the top companies in Silicon Valley, including Apple Computer, DreamWorks Animation, Google, Hewlett-Packard, O’Reilly and Associates, SAP, and Silicon Image. He is co-author of the books, *Art-directed Technology: Anatomy of a Shrek 2 Sequence* and *Skype: The Definitive Guide*.

About Rubicon Consulting

Rubicon Consulting works with start-up companies and global brands to successfully define new markets, launch products, establish pricing and channel strategies, fight off bigger competitors, and enter new geographies. Clients include Adobe, Cogito, Hewlett-Packard, Riverside, Symantec and

VMWare. The firm consults on key technologies including CAD, consumer electronics, graphics and imaging, influencer programs, Internet marketing and commerce, mobile devices, PCs and peripherals, software, storage, telephony, Web 2.0, wireless platforms, and workflow publishing.

See Rubicon Consulting at www.rubiconconsulting.com

For more information, press only:

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