



## News Release

### Carrier IQ Appoints Larry Lenhart as President and CEO

#### *Experienced Mohr Davidow Executive to Lead Carrier IQ to Next Stage*

**MOUNTAIN VIEW, CA – August 31, 2011** – Carrier IQ, the leading provider of Mobile Intelligence solutions, today announced the appointment of Larry Lenhart to the position of Chief Executive Officer and Chairman of the Board. Lenhart, a highly experienced technology leader, brings more than eighteen years of executive leadership experience in high-growth technology companies

Lenhart previously served as an Operating Partner at Mohr Davidow Ventures, where he worked closely with portfolio companies, entrepreneurs, research institutions and investors in the information technology sector. Prior to Mohr Davidow, Lenhart was the CEO for a number of technology companies, resulting in successful acquisition exits and an IPO. Before his CEO experience, Lenhart was a managing partner at Deloitte Consulting and at AT Kearney, where he provided strategic and operational expertise across the globe to his clients at EDS, AT&T, New Jersey Bell, E-Trade, Saudi Aramco, and British Telecom, among others.

“We are thrilled to have someone of Larry’s caliber and experience to propel Carrier IQ through its next stage of growth,” said Bruce Sachs, Partner at Charles River Ventures and Board Member at Carrier IQ. “He has a proven track record of leading companies through aggressive expansion and growth. Larry has demonstrated a keen ability to identify the core strengths of a company and utilize them to execute long-term strategic plans to seize new opportunities.”

Carrier IQ, which in the second quarter of 2011 passed the petabyte milestone in processed analytics data, enables mobile operators and device manufacturers to gain valuable insights into the customer experience. The company has grown rapidly over its five-year history securing an industry leadership position with a global footprint of 150 million devices enabled to deliver mobile intelligence.

“I am excited to join Carrier IQ at such an opportune time in its history,” said Lenhart. “The company has exceptional technology, an impressive depth of talent, a solid client base, and a strong pipeline of opportunities. We are quickly becoming the trusted standard mobile intelligence platform experiencing 25 percent growth per month in volume of data that we transform into actionable intelligence for our customers and partners.”

#### **About Carrier IQ**

Carrier IQ is the leading provider of Mobile Intelligence solutions, currently deployed on over 150M devices from leading mobile device vendors worldwide. We deliver a unique source of knowledge, directly from the mobile device, which represents an objective, impartial view of how handsets and devices are performing on the network, and how mobile devices are being used day-to-day. This is all done in a highly secure, private and anonymized environment. Founded in 2005 and headquartered in Mountain View, California, Carrier IQ is a privately held, venture-backed company with offices in the U.S., UK and Malaysia. For more information, please visit [www.carrieriq.com](http://www.carrieriq.com).

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