



FOR IMMEDIATE RELEASE

KUDOS ANNOUNCES ADVISORY BOARD MEMBERS – INCLUDES CIO OF MOZILLA

Kudos names four distinguished members of Advisory Board

Calgary, AB (January 25, 2012) - Kudos Inc. (Kudos) announced today the establishment of its Advisory Board, which is comprised of four recognized leaders in technology and organizational management.

Launched in October 2011, the innovative employee engagement system allows team members and management to acknowledge one another for any act, effort or attitude that supports their culture, values or objectives, and has recently caught the attention of organizations around the world looking to improve their employee engagement.

"Both myself and Kudos Co-Founder, Tom Short, are delighted to have such an accomplished group of individuals on our Advisory Board," said Muni Boga, Kudos Co-Founder. "We look forward to starting 2012 with a steadily growing user base and a talented team that will help take Kudos to the next level."

Members of the Kudos Advisory Board are:

- **Dr. Paul Marciano, Author of “Carrots and Sticks Don’t Work”** - Earning his Ph.D. in Clinical Psychology from Yale University, Dr. Marciano is an internationally acclaimed author and leading authority on employee engagement and behavioral change. With more than 25 years of experience in Organizational Development he is also President of the human relations consulting firm, Whiteboard LLC.
- **Farid Kassam, Founder & CEO, Akeele Inc.** - Spanning a 23 year technology career in Health, Financial Services, Telecommunications, Aerospace and Military Systems, Mr. Kassam joins the board bringing valuable entrepreneurial experience in fundraising, business planning and product management. Mr. Kassam’s deep passion for innovation extends from his early days in building mission critical software for Boeing and the NASA International Space Station program, to his experience with various tech start-ups, and his current focus in the field of Big Data.
- **Jim Gibson, COO, Chaordix** – As Chief Operating Officer of Chaordix, a Calgary, London and New York based crowdsourcing platform company, Mr. Gibson joins the team with 28 years of capital, technical and executive experience with various technology firms throughout Canada. Recently, he was founder and CEO of PURUS Technologies Inc., the pioneer in Collaborative Decision Management platforms.
- **Todd Simpson, CIO, Mozilla Corporation** – As Chief of Innovation at Mozilla, Mr. Simpson leads the Mozilla community to keep the Web open and accessible. Mr. Simpson’s prestigious career has been an entrepreneurial journey driven by his love of technology. With a Ph.D. in Computer Science and author of numerous patents and papers, Mr. Simpson joins the board with more than 20 years of invaluable business and technology expertise.

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About Kudos



Kudos is a social employee engagement platform designed to embrace the power of social networks, providing meaningful recognition and feedback in real time. Kudos is a simple yet powerful system that helps organizations connect with their teams and drive performance with authentic engagement. Kudos – Thank Different™. For more information please visit <http://www.kudosnow.com>

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