

## **Bluestreak Technology Appoints Dominique Jodoin as CEO and President of Bluestreak Technology and Closes Additional Financing**

**MONTREAL (QC), Canada, January 20th 2009 -- Bluestreak Technology**, a leading supplier of Flash®-based Players for embedded devices is pleased to announce that Dominique Jodoin has joined the company as the Chief Executive Officer.

Mr. Jodoin brings to Bluestreak Technology more than 23 years of experience in the mobile and wireless industry. Prior to joining Bluestreak, Mr. Jodoin was President Americas at Red Bend Software, the world leader in Mobile Software Management. Previously, he was Vice President of Business Development within the Mobile Systems Division of Alcatel (now Alcatel-Lucent). He was Executive Vice President at WaterCove Networks, a venture-backed company that was acquired by Alcatel in 2004. Prior to joining WaterCove, Jodoin spent 17 years with Ericsson in a variety of capacities including Executive Vice President and General Manager for Ericsson North America, where he was responsible for securing global business with AT&T Wireless and its affiliates. He also served as President of Ericsson's Belgium-Luxembourg Market Unit and held several executive positions with Ericsson in Sweden including Vice President of Global Sales, Marketing and Operations for the TDMA Systems Business Unit.

Bruno Ducharme, Chairman of the Board of Bluestreak Technology, says "Dominique is a proven leader in our industry with a strong track record of global success. He brings industry experience and insight, high energy and a strong management background to Bluestreak Technology, and I have confidence that he will lead Bluestreak Technology to the next level of market leadership."

"I have known and respected Bluestreak Technology for several years" adds Jodoin, "and I firmly believe the company's market leading products, strong innovation engine, and high value relationships serving numerous wireless and digital TV operators, ASPs, chipset vendors and handset OEMs, position the company for strong long-term growth. Bluestreak Technology has built a world-class company and management team, and I am pleased to have the opportunity to lead the Company to what I believe will be a very bright future."

Bluestreak Technology is also pleased to announce the closing of additional financing from its major shareholders for \$5 million CAD.

### **About Bluestreak Technology, Inc.**

Bluestreak Technology (Montreal, Paris, Seoul) is the creator of the MachBlue Player, the Flash-based engine running Rich Media applications, such as Mobile TV, and Man-Machine Interfaces (MMI). The MachBlue Player is already deployed on millions of embedded devices such as mobile handsets and set-top boxes, using popular platforms including Windows Mobile, Symbian, Linux, Java, as well as many proprietary operating systems. Many wireless network and digital television operators, including Orange Group, Thomson, Time Warner Cable, and Videotron, power their services with MachBlue, which is used daily by millions of subscribers worldwide.

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For additional information, visit [www.bluestreaktech.com](http://www.bluestreaktech.com), contact Dominique Jodoin or Marc Bélanger at 514-448-7662, or visit us at the Mobile World Congress February 16th - 19th, 2009, in Barcelona.