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# Phunware Announces the Appointment of Three New Independent Board Directors

AUSTIN, Texas, Feb. 28, 2019 (GLOBE NEWSWIRE) -- Today Phunware, Inc. (NASDAQ: PHUN), a fully-integrated enterprise cloud platform for mobile that provides products, solutions, data and services for brands worldwide announced the appointment of three new independent directors to its Board.

Joining the Board of Trustees are Keith Cowan, CEO of Cowan Consulting Corporation, Lori Tauber Marcus, Founder of Courtyard Connections, and Kathy Mayor, CMO of BoxyCharm.

“I’m thrilled to be joining the board of Phunware,” said Lori Tauber Marcus. “Mobile is the center of the universe for consumer engagement with brands and experiences, and it’s an honor to work with a company that creates tools for great consumer brands to maximize those experiences.”

“We are pleased to welcome Keith, Lori and Kathy to our Board,” said Phunware’s co-founder and CEO Alan S. Knitowski. “They join us at an exciting time for the company as we expand to dominate the intersection of mobile, cloud, big data and blockchain. Their expertise and experience will bring valuable perspectives as we execute our strategy to win in the coming era of decentralized computing.”

“Blockchain has the unique ability to put the power and monetization of consumer data back into the hands of the consumer,” said Kathy Mayor. “The Phunware team and offering is uniquely positioned to facilitate this, and I’m honored to be part of the journey as a member of the board.”

## About Keith Cowan

Keith Cowan is an experienced executive officer, board member, advisor and investor. He has been CEO of Cowan Consulting Corporation since 2013. Prior to this he was President of Strategic Planning and Corporate Initiatives for Sprint Corporation. He has also held multiple executive roles at Bell South Corporation, including Chief Development Officer, President of Marketing & Product Management, and Chief Network Field Officer. From 1982 to 1996, Mr. Cowan was partner at Alston & Bird LLP.

Mr. Cowan is a board member of the YMCA of Metro Atlanta, Vice Chairman of Atlanta’s Fox Theatre, Chairman of the Morehead-Cain Scholarship Fund and a Trustee of the Loomis Chafee School. Mr. Cowan holds a BA in Economics and Political Science from the University of North Carolina at Chapel Hill and a JD, Law from the University of Virginia School of Law.

## About Lori Tauber Marcus

Lori Tauber Marcus combines strategic vision, strong business and general management

acumen with direct-to-consumer expertise in e-commerce, digital marketing and social media. Ms. Marcus sits on the board of Golub Corporation, the advisory board of Meural, Inc., and is Chair of the Board of DNA Diagnostics Center. In addition, she is a Director for SHARE and Vice Chair of the Board of Directors of the Multiple Myeloma Research Foundation (MMRF). Since 2017 she has worked with the Harvard Business School's Kraft Precision Medicine Accelerator as Chair of the Direct-to-Patient Initiative.

Ms. Marcus' past corporate roles include CMO for Peloton Interactive, Executive Vice President and Chief Global Brand and Product Officer of Keurig Green Mountain, Inc. and CMO of The Children's Place. Prior to this, she had a 24-year career with PepsiCo, including national and global Senior Vice President and general management roles. Ms. Marcus holds a BSE from The Wharton School, University of Pennsylvania.

### **About Kathy Mayor**

Kathy Mayor is the Chief Marketing Officer of BoxyCharm, a beauty subscription service company. She has held numerous leadership positions in business development, retail marketing, loyalty marketing, and digital marketing technology. Prior to her current role, Ms. Mayor was the Chief Digital Officer for Carnival Corporation and the Chief Marketing Officer of Carnival Cruise Line.

Ms. Mayor has also held a number of positions at Las Vegas Sands Corporation, including vice president and senior vice president roles in strategy and marketing as well as multiple director positions with Caesar Entertainment Corporation. Prior to that she worked for McKinsey & Company and Procter & Gamble. Ms. Mayor has a B.S. in Management Engineering from Ateneo de Manila University and an MBA from Harvard Business School.

### **Phunware, Inc. — Everything You Need to Succeed on Mobile**

#### *Transforming Digital Human Experience*

Phunware, Inc., is the pioneer of Multiscreen-as-a-Service (MaaS), a fully integrated enterprise cloud platform for mobile that provides companies the products, solutions, data and services necessary to engage, manage and monetize their mobile application portfolios and audiences globally at scale. Phunware helps the world's most respected brands create category-defining mobile experiences, with more than one billion active devices touching its platform each month. For more information about how Phunware is transforming the way consumers and brands interact with mobile in the virtual and physical worlds, visit [www.phunware.com](http://www.phunware.com), [www.phuncoin.com](http://www.phuncoin.com) and follow @phunware and @phuncoin on all social media platforms.

Contact:

Chris Orzeske

1-855-521-8485

7800 Shoal Creek Boulevard, Suite 230-S

Austin, TX 78757



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