



Bob Young
Founder and Chief Executive

Bob Young is the founder and CEO of Lulu.com, a premiere international marketplace for new digital content on the Internet, with more than 300,000 recently published titles and more than 15,000 new creators from 80 different countries joining each week.

Lulu.com, founded in 2002, is Young's most recent endeavour. The success of this company has earned Young notable recognition; he was named one of the "Top 50 Agenda-Setters in the Technology Industry in 2006" and was ranked as the fourth "Top Entrepreneur for 2006," both by Silicon.com.

In 1993, Young co-founded Red Hat (NYSE: RHT), the open-source software company that gives hardware and software vendors a standard platform on which to certify their technology. Red Hat is a Fortune 500 company and chief rival to Microsoft. His success at Red Hat won him industry accolades, including nomination as one of *Business Week's* "Top Entrepreneurs" in 1999.

Before founding Red Hat, Young spent 20 years at the helm of two computer-leasing companies that he founded. His experiences as a high tech entrepreneur combined with his innate marketing savvy led to Red Hat's success. His book, "Under the Radar", chronicles how Red Hat's open source strategy successfully won wide industry acceptance in a market previously dominated by proprietary binary-only systems. Young has also imparted the lessons learned from his entrepreneurial experiences through his contributions to the books to "You've GOT to Read This Book!" and "Chicken Soup for the Entrepreneur's Soul."

In 2000, Young co-founded the Center for Public Domain, a non-profit foundation created to bolster healthy conversation of intellectual property, patent and copyright law, and the management of the public domain for the common good. Grant recipients included the Electronic Frontier Foundation, the Creative Commons, the Free Software Foundation, and the Future of Music Coalition.

Young graduated from the University of Toronto in 1976 prior to beginning his career in the computer finance arena.

In 2003, Young purchased the Hamilton Tiger-Cats of the Canadian Football League and currently serves as the league's vice chairman.

In addition to enjoying fly fishing, Young collects calculators and antique typewriters, a nod to his beginnings as a typewriter salesman and can usually be found sporting a pair of red socks. However, instead of red on his head, Young now tips his orange hat.

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Bryce Boothby
President and Chief Operations Officer
Biography

Bryce Boothby Jr. is President and COO of Lulu Enterprises, Inc. Boothby oversees all finance, engineering, and business at Lulu.com.

Prior to becoming President for Lulu.com, Boothby served as vice president of Global Services Solutions at Celestica International, Inc., one of the top electronics manufacturing services companies. With a strong history and experience in providing manufacturing services, Boothby was responsible for developing and integrating new products and services to this growing company, as well as establishing a world class Returns Management capability for the leading network equipment.

Before his tenure with Celestica International, Inc. Boothby spent six years at the helm of CMGI, a company which provides supply chain management services and invests in technology ventures. As he progressed from Chief Operations Officer to President in 2004, Boothby was instrumental in strategic planning, expanding operations from three regional offices to fourteen international sites, and built strong international sales and marketing machine that fueled the company's growth.

Boothby obtained his Bachelor of Science (cum laude) from the Rochester Institute of Technology. He likes to spend his spare time behind the camera, as landscape photography has been a lifelong hobby for him. He cites Ansel Adams, David Muench and Eliot Porter among the photographers who inspire him.

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Rob Katz
Senior Vice President of Sales and Communications
Biography

Rob Katz is Senior Vice President of Sales and Communications for Lulu.com, the premiere international marketplace for new digital content on the Internet.

Prior to joining Lulu, Katz was the Chief Operating Officer and Interim General Manager of Football for the Hamilton Tiger-Cats and a principal with MRX & Associates. In addition, Katz assisted with strategic planning and event management for the PGA Tour's Ford Championship at Doral. He also played a role in the talent coordination and implementation of Pontiac's NCAA football and basketball sponsorships, which includes their "Game Changing Performance" and Final Four Campaigns.

Before joining the Ticats and MRX, Katz co-founded Convizion, a sports media and marketing company. Convizion's subsidiary, Collegiate Images (www.collegiateimages.com), is the leading archive and licensing arm for collegiate sports in the US, overseeing copyright and trademark usage in video, still photographs, new media applications and video game development. Katz also served as the Director of Marketing and Communications for Homestead-Miami Speedway, a subsidiary of International Speedway Corporation.

Katz began his career with the Florida Marlins, working in the media relations department. From there, Katz also served as Senior Director of Marketing and Promotions for the Tampa Bay Devil Rays and three years at Nutmeg Mills, overseeing sales and marketing for the Florida market. Katz received his B.S. degree in Communications for The University of Florida. He likes mowing his own lawn and doing the dishes. He has also had the same baseball card collection since he was 10 - "My kids can sell it on E-bay someday," said Katz.

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**Cristel Lee Leed
European Vice President
Biography**

Cristel Lee Leed is the European Vice President of Lulu.com. As Vice President, Leed is responsible for the direction of Lulu's European business, which encompasses the strategic direction in the UK and Europe as well as the day to day running of the business including customer management, new business, sales, marketing and distribution.

Prior to joining Lulu, Leed was Marketing and Sales Director at Virgin.net, which became Virgin Media in March 2007. Her role at Virgin included responsibility for brand, PR, all sales channels and marketing as well as responsibility for the performance and online revenues created from the Virgin .net portal, including e-commerce, search and advertising sales.

Before her tenure as a Director at Virgin.net, Leed was Managing Director of ntl: Freedom, a consumer telecommunications operation of which she led the integration into Virgin.net portal and later into Virgin Media.

Leed started her career in all things marketing within the Australian entertainment industry mainly in public relations, marketing and production. She was also an integral part of the establishment of two successful event and production companies, focused on the creation and promotion of live events, music videos, action stunt shows and short films.

Leed and her teams' work has been recognized many times throughout her career, accolades include a nomination for Brand Invigoration from the UK Marketing Society Awards and the 2006 award for "The UK's Favorite Portal" for Virgin.net at the Website of the Year Awards.

However, her favorite career moment was in 2002 when she presented the "People's Choice Award" with Jonathan Ross and Jack Dee to the team from Phoenix Nights, live to a television audience of seven million viewers in the UK. This was part of a three year exclusive sponsorship she executed as head of Marketing and Brand for Onetel.

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**Andrew Pate
Vice President of Operations and Global Fulfillment
Biography**

Andrew Pate is the Vice President of Operations and Global Fulfillment for Lulu.com, the premier international marketplace for new digital content on the Internet, with more than 300,000 recently published titles and more than 15,000 new creators from 80 different countries joining each week.

Prior to becoming VP of Operations for Lulu.com, Pate was with Lightning Source as the VP of Business Development for over five years and was the COO of Rutledge Hill Press for over three years. Pate has a BA in Economics from Vanderbilt, "Go Commodores!" and an MBA in Economics from Xavier University.

Born in Nashville, Pate was sure to leave his mark serving as the president for the Big Brothers and Big Sisters of Middle Tennessee and treasurer of the Dubose Conference Center. He has since spoken at over 50 industry events on the "Convergence of Technology and Intellectual Property," and is an avid believer and supporter of spreading the word about Lulu and how Lulu is "revolutionizing the game." A purveyor of many different instruments from the banjo to the guitar Pate likes to display his musical prowess with his love for Bluegrass music; and if you want to get hitched he is your man, as he professes to be a reliable match maker taking the credit of now five happily married couples.

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**Tim Albury
Chief Financial Officer
Biography**

Tim Albury is Chief Financial Officer for Lulu.com, the premiere international marketplace for new digital content on the Internet. He is responsible for the company's Finance and Accounting group.

Prior to joining Lulu, Albury was the Vice President of Finance and CFO for five years at KBI Biopharma, Inc. Albury also held the position of CFO at Ardent Pharmaceuticals and StartUpStreet.com, a web-based regional venture capital broker dealer. He spent 12 years at the Miami and Research Triangle Park locations of the international accounting firm, Arthur Andersen.

Albury earned his MS in Professional Accountancy at the University of Miami (Florida) and his BS in Accounting at Liberty University in Lynchburg, Virginia. Albury is a Certified Public Accountant in both Florida and North Carolina. He was graduated from college and passed the CPA exam at the age of 19. Albury enjoys spending time with this family, playing golf and tennis, and acting as a spiritual mentor for high school seniors.

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Jeff Kramer
Senior Vice President of Engineering and Technology Operations
Biography

Jeff Kramer is Senior Vice President of Engineering and Technology Operations for Lulu.com, the premiere international marketplace for new digital content on the Internet. Kramer oversees the Engineering, Creative Services and Project Management departments.

Prior to joining Lulu, Kramer was the Vice President of Architecture and Technology at Motricity, where he launched the Cingular/AT&T MediaMall StoreFront, which put Motricity on the map as a key player in the wireless world. For the past seven years he has worked for Motricity and its predecessor company, Pinpoint Networks, starting out as the Vice President of Engineering and Operations.

Before Motricity, Kramer was the Director of Software Development at Engage where he managed the delivery of highly scalable multi-platform ad serving solutions. Kramer started his career at IBM and served in a number of key technical and management capacities, ultimately as Senior Software Development Manager in the Tivoli Systems Division, managing an organization responsible for delivery of Tivoli's suite of Application Management Products. He has a BS in Computer Science and Mathematics from North Dakota State University.

In addition to keeping up with his teenaged triplets, Kramer is president of the local Triangle Technology Executives group. He also manages to find the time to run and keep up with the latest technologies.

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Florence Lively
Vice President of Human Resources
Biography

Florence Lively is Vice President of Human Resources for Lulu.com, the premiere international marketplace for new digital content on the Internet. Lively leads Lulu's efforts to recruit, retain and develop the best talent.

Lively is a Senior Human Resources Executive with extensive domestic and global experience in multiple industries. She has expertise in compensation, benefits, succession planning, performance management, organizational development and training, global practices, and change management. Before joining Lulu, Lively was Senior Director of Human Resources at Red Hat. Prior to that, she was a global Human Resource leader with Invensys, a large British conglomerate.

Lively is passionate about developing great people and building high-performance teams, ensuring the people and tools organizations need to excel. She earned her BA and MS in Industrial Relations from West Virginia University, and enjoys many outdoor activities including cycling, running and skiing. Lively has completed two marathons and several half marathons.

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