



**FOR IMMEDIATE RELEASE**

**YapStone invests in Marketing with the addition of veteran talents Gary Ervin and Troy Scarlott as Senior Vice Presidents of Marketing**

Walnut Creek, CA - April 16, 2013 - YapStone, a leading global provider of web and mobile payment solutions for targeted vertical markets, has hired marketing veterans Gary Ervin and Troy Scarlott to lead their marketing efforts. YapStone has greatly bolstered its management team and expanded internationally since its \$50 million capital raise from Accel Partners and Meritech Capital in 2011.

“In the last few years YapStone has focused on investing in technology and international expansion in order to provide our customers with secure, reliable, and cost effective payment solutions,” said Tom Villante, Chairman and Co-founder of YapStone. “We are now at a pivotal moment in our growth where defining our brand has become a necessity and penetrating into our existing markets is the priority. Bringing in high caliber talent like Troy and Gary, will enable us to accomplish this goal.”

In his new role, Gary Ervin, Senior Vice President of Marketing and Strategy, will be in charge of driving the company’s revenue growth and increasing market share for YapStone’s portfolio of products. Ervin brings fourteen years of experience in online media, internet technology, and digital advertising. Most recently, as Senior Vice President for Shopzilla, he had championed several of the pivotal revenue generating initiatives that propelled Shopzilla to become one of the largest and most successful shopping engines in the world.

Troy Scarlott, Senior Vice President of Marketing and Advertising for YapStone, will lead the company’s global brand marketing initiatives and work closely with the management team on the creation and execution of its brand strategy and product development. Scarlott is an experienced marketing and advertising veteran, having spent over 20 years with the world’s largest traditional and digital advertising agencies, including BBDO, J. Walter Thompson and iCrossing.

“In my career, I have been very fortunate to work with some of the world’s most famous brands, Visa, JP Morgan Chase and Hilton to name a few. With YapStone’s leadership position in online and mobile payments, I look forward to leveraging my experience and focusing my energy on building the YapStone brand to support the company’s immense global opportunities,” said Scarlott.

“It is an exciting time to join YapStone’s talented team, reshaping the way payments are conducted in some very big traditional markets. Consumers keep getting savvier about their options for transacting in more convenient ways, and I believe YapStone is well positioned to capitalize on the opportunities this creates in several of the company’s vertical markets” added Ervin.

### **About YapStone**

[YapStone](#) is a leading global provider of web and mobile payment solutions and processing for targeted vertical markets such as apartments ([rentpayment.com](#)), vacation rentals ([vacationrentpayment.com](#)), Homeowner Associations ([duespayment.com](#)), bed and breakfasts ([innpayment.com](#)), and non-profit ([parishpay.com](#)) as well as several new bill payment markets. YapStone's payment service processes billions of dollars annually, with an on-demand platform that offers Web-based and mobile payment processing and integration to its clients’ accounting systems and websites. YapStone's technology includes a unified, real-time reporting platform, credit/debit card, electronic check processing and check conversion. YapStone has been recognized in Inc. 5000 Fastest Growing Private Companies for the last 4 years and was most recently named to [Forbes’ List of America’s 100 Most Promising Companies](#).

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