



## PRESS RELEASE

Snow Lizard Design is the brain child of Andreas Haase, Marco Messina and Steve Calle, three passionate design entrepreneurs who decided to join together to create a company based on passion, precision and execution. These leaders who have worked together over the years with backgrounds as corporate technology leaders joined together to help their clients realize their goals. Whether it is products, graphics, packaging or branding, Snow Lizard Design will exceed their client's expectations by delivering excellence in design.



Snow Lizard Design is located in Park City, minutes from Salt Lake City where the client or our design team can be anywhere in the country within 5 hours. We chose Park City because of its proximity to over 3 top universities in the Salt Lake City area. The University of Utah recently tied MIT for creating the most companies out of its patented research: more than 80 since 2005. Utah is a booming tech center that is home to more than 5,700 technology companies. Snow Lizard design is also endeavoring to create outdoor based technology products, so it is not only the great skiing in the winter and the outstanding hiking and biking that we do in the summer that is the draw.

**Andreas Haase**, Founder & Chief Creative Officer, was Design Director for Alienware where his team created Alienware's most award winning products and packaging to come out of the PC industry. He has helped Concord Camera Corp successfully launch and profit in the SUC business and has created many successful products while at Motorola in both the industrial and consumer market. His background in materials and process has helped him to become a leader in product development. Haase has a passion for brands that helps him to understand the client's needs so that each individual message is clearly understood. He is now creating value for a variety of clients in diverse markets using his keen understanding of the development process to guide the client to the most cost effective solution.

**Steve Calle** joins Snow Lizard as CTO, his experience in working with the cross-functional design teams and suppliers to ensure design meets the requirements for: feature set, functionality, cost, reliability, regulatory compliance, and industry standards compliance is a valuable asset to the Snow Lizard Team. While at Alienware, Steve managed the ODMs in Asia for product development, which included product specs, designs, manufacturability, testing and

delivery. His work with Northrop Grumman helped to hone his skills as a detail oriented engineer always seeking the best solution for the challenges faced.

Andreas and Steve's work at Alienware picked up over 25 industry awards combined for these high performance gaming platforms.

**Marco Messina** is a serial entrepreneur who has advised many companies to become successful. He is currently active with the Park City Angel Investment group and blogs the "The Angel Pitch Guy" where his experience in technology commercialization, venture financing, strategic planning, & marketing management will help to grow Snow Lizard Design. Marco has experience in; network security systems, VOIP services, inertial-navigation-sensor technology, and technology acquisition. With General experience in IP management and technology licensing agreements in US Europe and Asia, Marco is a key asset to Snow Lizard Design going forward.

"Marco is one of those rare people you meet with a good mind for business, great personal skills, and you just enjoy working with. He absolutely knows how to get things done and not just done, but done exceptionally well. Anybody that has the pleasure of working with him will be the better for it. I just can't say enough good things about him." - Larry Steinberg, Executive Board Member, Invest Southwest Capital Conference

The Snow Lizard Design team now supports a wide variety of clients. Our goal is to create value for the client by leveraging passion, technology innovation and awareness for our environment.



Snow Lizard will be in Las Vegas for CES 2011, please stop by and say hello.

We will be located in the North Hall, I-Lounge Pavilion booth 3529 along with our hosts Concord Keystone.

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