

Mark Ishikawa
Chief Executive Officer, BayTSP.com

Mark Ishikawa is Chief Executive Officer of BayTSP, Inc., the leading provider of revolutionary Internet-based brand management and content protection solutions. He is responsible for corporate strategy, business development and day-to-day operations, including product design and development.

Mr. Ishikawa is an experienced and successful entrepreneur with specific expertise in the fields of Internet content, electronic security, networking, content branding, and database design and management. During his twenty-year career he has founded three Silicon Valley-based high-technology ventures, and managed each to a record of strong growth and successful acquisition.

Prior to founding BayTSP, Mr. Ishikawa served as Chief Operating Officer of Infonent.com, Inc., a leading provider of Internet services and properties. As COO he was responsible for managing the 200-person company, including banking, finance, business development, and network operations. Under his direction Infonent built one of the largest computer networks operated by an Internet company anywhere in the world. While he was COO, the company achieved strong growth, realizing annualized revenues of nearly \$200 million. On behalf of Infonent's client, Mr. Ishikawa implemented the largest webmaster pay out system in the history of the Internet.

Previously, Mr. Ishikawa was Vice President of Global Networking at SuperBusiness Net, Inc., a San Jose-based Internet services provider acquired in 1998 by Infonent.com. In this capacity he designed and built the company's network and server architecture, which hosted what at the time was the largest web property in the world, and carried over 30 million unique visitors monthly.

Recognizing early on the potential of the Internet, Mr. Ishikawa founded ValuServe, Inc., one of the first Internet services providers to offer co-location services. The company started in 1996 with six modems and a single personal computer, and within 18 months grew to host some of Silicon Valley's leading businesses, including Zircon, Masters Institute, and InteliChoice. The company was formed out of Mr. Ishikawa's previous venture, Innovative Solutions, a network services consultancy started in 1994. SuperBusiness Net acquired ValuServe in April 1997.

From 1990 Mr. Ishikawa was Founder and CEO of Creative Systems, Inc., a developer of bar code based systems integration solutions for clients such as Lawrence Livermore Labs, U.S. Department of the Treasury, U.S. Department of Energy, and Northrup Grumman, among others. For Hertz Car Rentals, the company developed a bar code system for tracking vehicles that is utilized by that company worldwide. Creative Systems ultimately realized annual revenues of approximately \$10 million, and was acquired in 1994.

From the early 1980s to the founding of Creative Systems, Mr. Ishikawa served as a software and network consultant to a host of leading companies, organizations and government throughout the Silicon Valley and beyond. His clients have included the County of Santa Clara, developing software to electronically maintain and track tax records; Litton Mellonics, designing the Saudi Air Defense System; Hewlett Packard, as a network consultant in their performance labs and technical response center; and Lawrence Livermore Labs, from the age of seventeen on network security issues.

Mr. Ishikawa is a native of San Francisco, California. He holds three Sports Car Club of America national titles in closed course road racing, and is an avid sailor, pilot and scuba diver. He resides in Los Gatos, California.