



## Industry veteran brings track record of success in driving channel sales and developing new business

**Los Angeles, CA and Nuremberg, Germany** (April 12th, 2011) — Paessler AG, the emerging leader in cost effective and highly functional network monitoring solutions, is pleased to announce the hire of Bill Brown as Director of Channel Operations, North America. In his role, Bill will be working closely with Paessler's existing partners including CDW, SHI and Softchoice. In concert, he will be solidifying relationships with solution providers that cover a variety of industries including networking, virtualization, infrastructure, cloud services and data centers.

Brown comes to Paessler from Loftware, an enterprise labeling solutions company, where he served as Channel Director. In this role, Brown was responsible for development, building and growth of Loftware's worldwide channels program and strategy. He has also held positions at Acronis and VKernel, and has been successful in a direct sales role for marquee software firms ranging from several-billion dollars in revenue to start-ups.

"I welcome the opportunity to join Paessler's North America team as we expand upon our commitment to deliver value to the customer via our engineering development prowess," said Brown. "The IT landscape is evolving due to several technology advances, including virtualization and cloud computing. The opportunity this presents for Paessler, and our channel partners, is that we offer a highly functional and extremely cost efficient method to monitor the entire network infrastructure, whether it's a traditional on-site environment, a distributed model or a virtualized one. PRTG is a tremendous solution that I look forward to offering customers through our valued partners."

Ken Sanofsky, Paessler's General Manager, North America, said, "We're very pleased to announce that Bill will be joining our team here in the U.S. He brings a wealth of channel experience and will have an immediate impact on both the development of channel programs and building future partnerships. We hope this sends a clear signal that Paessler is committed to building a world-class channel program."

### About Paessler AG:

Paessler AG leads the industry in providing the most powerful, affordable and easy-to-use network monitoring and testing solutions. The company's suite of just-right software products deliver peace of mind, confidence and convenience for businesses of all sizes – from Small Office/Home Office (SOHO) to large enterprises, including more than 70% of the Fortune 100 companies. Based in Nuremberg, Germany, Paessler's global reach includes more than 150,000 active installations of its products. Founded in 1997, Paessler AG remains a privately held company and is recognized as both a member of the Cisco Developer Network and a VMware Technology Alliance Partner. For more information, visit [www.paessler.com](http://www.paessler.com)

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