
***Ipanema Technologies Appoints Jeffry Herman
Vice President and General Manager of North America***

***Addition to North American Executive Team
Brings More Than 25 Years of High-Tech Experience***

WALTHAM, MA — June 30, 2008 — [Ipanema Technologies](#), a leader in application traffic management systems for wide area networks, today announced that Jeffry Herman has been appointed vice president and general manager of its North American operations.

Herman joins a local management team that also includes Houda Chabir, vice president for North American sales.

According to Jean-Yves Leclerc, founder and CEO of Ipanema Technologies, “The North American market is increasingly important to Ipanema based upon our market growth projections. We are ramping up to meet strong demand for our offerings with the hiring of Jeff to lead our North American operations. Jeff brings the perfect blend of leadership skills, network experience and knowledge of our market through past management roles at companies such as Certeon and Blue Coat Systems.”

Many global enterprises are now looking to their telco partners to provide value-added network management services. Ipanema Technologies in partnership with BT, Orange Business Services and other major service providers is the first to provide a turnkey managed service offering that addresses the strategic requirements of a granular global network management solution. Ipanema also sells its solutions directly to enterprises.

According to Herman, “Today’s top companies require a strategic, integrated system that provides visibility, optimization, acceleration and real-time application management and reporting. I am excited to join Ipanema Technologies, a thought leader with its [Business Network Optimization Solution](#), and the first provider to offer a fully integrated system.”

Before Ipanema, Herman served as vice president of worldwide sales for Certeon, Inc., a provider of WAN application acceleration appliances. Previously, he was director of sales for Blue Coat Systems Inc., a provider of Internet security software and network appliances focused on the Internet content control and application acceleration market. Prior to that, he was vice president of sales and business development for Vocalocity, Inc., a provider of speech recognition-based applications. Earlier, he held positions with Arrow Electronics, Inc., Harris Corporation, Prime Computer, Inc. and NCR Corporation. Herman has a bachelor’s degree in finance from the University of Colorado.

About Ipanema Technologies (www.ipanematech.com)

Ipanema develops and sells next-generation solutions for application traffic management that allow enterprises to automatically align the network with their business objectives. The Ipanema System was specially created for all large Wide Area Networks (WAN), both in- country and international, as well as being for telecom operators and network service providers. Application

performance management is delivered by integrating the functions of Visibility, Optimization, Acceleration and networked application governance. The SALSA platform (Scalable Application Level Service Architecture) allows telecom operators and network service providers to create repeatable application oriented value added services with the lowest Total Cost of Ownership (TCO). Ipanema is used internationally by many large telecom operators as well as large multinationals in all market segments such as banking and finance, public sector, energy, pharmaceuticals, automobile, IT, etc. For more information go to www.ipanematech.com.

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