

## ENDACE RAMPS UP EXECUTIVE TEAM

### Chief Product Officer and Director of Marketing appointed

**Auckland, New Zealand, September 23, 2009** - Endace Limited (LSE/AIM: EDA), a world leader in network monitoring solutions, has made two new Executive appointments.

Neil Livingston has been appointed Chief Product Officer, a newly created role responsible for product strategy, development and delivery.

Livingston comes to Endace from ProvencoCadmus, a specialist in payment and transaction solutions (NZX: PVO) where he was the Chief Operations Officer responsible for product development and operations. Prior to ProvencoCadmus, Livingston held senior roles at Ericsson, Modempak, Datacraft and Telecom New Zealand.

"This is an extremely exciting time for Endace and for me," says Livingston. "Endace has got truly world-beating technology and operates in a fast growing market. As a CPO, you can't ask for a better opportunity."

Endace's second addition to its executive team is Tim Nichols, Endace's new Director of Marketing.

Nichols has an extensive background in both B2B and B2C technology marketing. Most recently he was responsible for leading the development of the marketing strategy, brand and communications at Two Degrees Mobile Ltd.- New Zealand's third mobile carrier which successfully launched in August 2009.

Nichols brings to Endace a wealth of experience in launching products and services in the technology sector having held senior marketing positions at Vodafone New Zealand, '3' UK and BT.

Mike Riley, Endace's CEO, says the new additions are evidence of Endace's continuing focus on creating innovative products and of its commitment to growing its share of the market by raising global awareness of its portfolio.

"To date, Endace has largely flown below the radar. We've simply concentrated on creating innovative products and building up an impressive list of customers from Government security agencies to the world's largest network operators and financial organisations. Customers have found us through word-of-mouth because we've been able solve problems no-one else could help them with - monitoring ultra-high-speed traffic without dropping a single packet," says Riley.

"Now the market for this capability is expanding as network speeds and complexity increase, and Endace recognizes the need to tell people about its products and about how we can help them ensure they can really see everything on their networks. We're thrilled to have two people of the calibre of Neil and Tim coming on board to help us do this."

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## Contact

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## About Endace

For organisations that rely on their data networks to do business, Endace provides high performance traffic analysis, latency measurement, network security and application acceleration solutions that capture, inspect and report on every single data packet. Our product portfolio includes high-speed packet capture technology, open development environments, multi-function network monitoring appliances and a comprehensive range of powerful yet intuitive management, measurement, alerting and analysis applications. These products provide the broadest, most capable range of packet capture technology, for any interface, speed or packet type. We enable our customers to be confident in their service performance, traffic monitoring, information security, and regulatory compliance.

Based in Auckland, New Zealand, Endace also has offices in the UK, USA and Singapore. Quoted on AIM, the stock code is LSE: EDA. For further information: <http://www.endace.com>