

**For Immediate Release**

**ENDACE NAMES ROB POLLARD AS VICE PRESIDENT OF EMEA SALES**

**Former Arbor Networks VP to take Endace's EMEA business to next level**

**Auckland, NZ, July 18, 2007-** Endace Limited (LSE/AIM: EDA), a world leader in network traffic monitoring solutions, today announced the appointment of Rob Pollard as Vice President of Sales for Europe, the Middle East, and Africa (EMEA), effective immediately. Pollard succeeds former Vice President for EMEA, Greg Howard, who has chosen to leave the company to pursue other opportunities.

"Rob brings more than 20 years of telecommunications experience to Endace," Riley said. "As the vice president responsible for EMEA and Asia Pacific sales development at Arbor Networks, Rob expanded that company's footprint across 40 countries. Rob is the ideal executive to build our EMEA business to the next level. With this appointment, I would also like to thank Greg for his years of service to Endace and the valuable contribution he has made in establishing and growing our customer relationships and revenues in EMEA."

Prior to his Arbor experience, Pollard served as Managing Director for TollBridge Technologies where he established the company's European market for voice gateways incorporated into cable and DSL networks. Pollard also built European operations for Promotory Communications as EMEA Sales Director. Following the company's acquisition, Pollard managed Promotory's integration into Nortel Networks. Previously, Pollard held sales and sales management roles across Europe with Tellabs and Newbridge Networks. Pollard earned a BSc Honours degree in Electronics from Southampton University.

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**About Endace**

For organisations that rely on their IP networks to do business, Endace (LSE-AIM: EDA) provides solutions that capture, inspect, and report on every single network data packet, enabling customers to be confident in their service performance, information security, and regulatory compliance. Unlike proprietary hardware appliances or software-only products, Endace delivers absolute performance for a wide range of network types and software applications. Headquartered in Auckland, New Zealand, Endace also has offices the USA, United Kingdom and Singapore. For further information, visit <http://www.endace.com/>