

EQUIINET APPOINTS BUSINESS DEVELOPMENT TRIO

Submitted by: Speed Communications

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EQUIINET APPOINTS BUSINESS DEVELOPMENT TRIO IN EXPANSION DRIVE

- Luke Smalley appointed as channel sales executive with goal of doubling reseller base
- David Perry appointed business development manager to drive new geographic and vertical market opportunities
- Andrew Baxter appointed educational sales manager responsible for developing content partner relationships and education sales

5th April 2005, Swindon, UK – Equinet, the Internet security gateway and caching specialist, today announced an aggressive sales push with the appointment of three new business development and sales personnel to new roles within the company.

The three appointments are Luke Smalley, channel sales executive, David Perry, business development manager and Andrew Baxter as sales manager (education).

“The new hires are testament to the fact that Equinet is seeing very strong growth for its Internet security and caching appliances. Both SMEs and resellers recognise the breadth of our Internet security appliance and appreciate the clarity we offer compared with other vendors,” said Bob Jones, managing director, Equinet.

David Perry has been appointed business development manager with the goal of identifying opportunities in new geographic territories and vertical markets, for Equinet’s caching and Internet security gateway product portfolio.

Perry has a 19-year proven track record in networking start-ups and established companies in both Europe and the US, including Actelis Networks, Avidia, FORE Systems, Madge Networks and Network Computing Devices.

He joins Equinet from telecom start-up Actelis Networks, where as Vice President Corporate Marketing, he was responsible for establishing the company as the market leader in the carrier class wide-area Ethernet market, with a cost-effective conversion of the existing copper wire infrastructure instead of digging up roads to install Ethernet cable.

Prior to Actelis Networks, Perry was responsible for all aspects of marketing, product strategy and product management at thin client pioneer Network Computing Devices.

Andrew Baxter has been appointed as sales manager responsible for developing relationships with

Equinet's content partners including Pearson, Sherston, and Immersive, and for sales to Local Education Authorities, schools and colleges.

Baxter joined PLATO Learning UK Ltd., an e-learning software developer where he spent five years as a senior account manager focussed on business development. He achieved strong on-target results at both Local Education Authority and individual educational establishment level.

Prior to PLATO, Baxter spent three years from 1997 to 2000 as a senior sales executive for Pearson Education, the world leader in educational publishing. He was responsible for targeting Further Education Colleges as a channel for recommending Pearson publications and ensuring high street bookshop retailers carried recommended books.

Luke Smalley has been appointed as channel sales executive with the specific goal of driving Equinet's channel programme and doubling its reseller base within a year.

Smalley has a strong track record working in both vendor and distributor roles over the last decade. He joined Equinet from IT consumables firm MHG Supplies, where he held the role of sales manager for 18 months.

Prior to MHG Supplies, Smalley worked for IT distributor Sphinx, between 2001 and 2004. Whilst at Sphinx he was promoted through the networking team to product management, and further promotion to the major accounts team.

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About Equinet

Equinet specialises in integrated, appliance-based solutions that provide cost-effective, easy, fast and secure access to the Internet.

The NetPilot range of internet server appliances for businesses with up to 500 employees are Unified Threat Management devices protecting against all Internet threats by utilising a firewall with intrusion detection and intrusion prevention capability, anti-virus, anti-spam, spyware blocking, and URL filtering software

The market-leading CachePilot content delivery and smart caching appliance makes multimedia eLearning content available to schools and businesses regardless of bandwidth constraints. CachePilot has 80% market share.

Based in Swindon, Equinet is the fourth technology start-up of serial entrepreneur Bob Jones. Visit www.netpilot.com and www.equinet.com for more information.

Note to editors

Hi-resolution jpegs are available

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