

Tatara Systems Appoints New Executive Vice President of Operations To Accelerate the Global Market Penetration of IP-Based Femtocell Convergence and Applications Enablement

Submitted by: Tatara Systems

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November 13, 2008 – ACTON, MA – Tatara Systems, the leader in SIP-based femtocell convergence, today announced that Marc Cremer has rejoined Tatara as the executive vice president of operations based in Acton. In this role, Cremer will be responsible for the Sales, Marketing, Product Management and Operations organizations. An accomplished industry executive, Cremer rejoins Tatara from Airvana where he served as vice president of EMEA and channel sales.

“We are extremely pleased to welcome Marc back to Tatara Systems,” said E.Y. Snowden, president and CEO of Tatara Systems. “We know Marc to be a proven performer who can hit the ground running. Focused on the femtocell market since its infancy, he brings to this role success in selling femtocells into mobile carriers and building channel partnerships with global leaders in the space, as well as a wealth of operational and leadership skills, and execution experience. His keen focus on customers and market insight will help to speed the execution of our global business plan and further solidify Tatara’s leadership position in the femtocell convergence and applications enablement markets,” continued Snowden.

As a proven executive with over 18 years experience across the telecommunication solutions value chain, Cremer brings exceptional experience and deep carrier relationships to his role at Tatara. Prior to Airvana, as the vice president of sales for Tatara he was responsible for developing and implementing Tatara’s global sales strategy for the company’s first generation of Mobile Broadband products, a product line which Tatara later sold to Smith Micro Software in October of 2008. Previously, Cremer held positions as the vice president of sales for PCTEL’s Mobility Solutions Group and director of worldwide sales for Motorola Semiconductor’s Networking and Computing Systems Group. Earlier in his career, he held a variety of positions within Motorola’s Software Products Division, Catalyst Semiconductor, Xicor, and Raytheon. Cremer holds a B.S.E.E. from Northeastern University.

“I am thrilled to be back to help lead Tatara Systems, the recognized leader in femtocell convergence, into its next phase of growth,” stated Cremer. “I am excited to continue to drive operational excellence throughout the company and help the carriers and operators worldwide to realize the benefits and true business value of Tatara’s IP-based femtocell convergence solution. We have tremendous opportunities ahead of us.”

About Tatara Systems:

Tatara Systems is the leader in SIP-based femtocell convergence. Tatara’s cost-effective, highly scalable and future-proof approach to femtocell deployment provides seamless integration with the legacy network and support for both connectivity and next-generation services for the home and enterprise markets. Tatara is working with its customers and partners to speed the deployment of femtocells worldwide. For more information, visit www.tatarasystems.com.

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