

# Infinity Boosts Senior Management Team with New Non-Exec Director

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Gaining valuable global insights from the client-side of the demanding financial services sector

London, UK – 9 January 2012 – Specialist data centre operator (<http://www.infinitysdc.com>), Infinity (<http://www.infinitysdc.com>), today announced the appointment of Ashley Davis as a new non-executive director. Business evangelist, university lecturer and recognised global specialist in the design, build and operability of data centres, he will provide insight and momentum to the Company's penetration into additional vertical markets.

Davis brings a wealth of global operations experience to Infinity gained through executive assignments at JPMorgan Chase, CS Technology, Deutsche Bank and Morgan Stanley where he was working with CIO and CEO communities. In addition to this, he serves on advisory boards and industry working groups\* for organisations such as the IET, Intellect's Data Centre Council, ODCA and Power Assure and has achieved awards\*\* for data centre operators such as the 2009 Uptime Institute Top 100 Green Companies.

Martin Lynch, CEO at Infinity commented, "Ashley is passionate about the data centre industry and he's one of those exceptional individuals whose deep knowledge and extensive hands-on experience is matched by a rare blend of strategic, commercial and communication skills. In his appointment, we have complemented our already formidable senior management team and brought client-side representation to our board."

He continued, "Ashley brings extremely valuable insights from some of the world's most demanding global financial services organisations. This will be instrumental in our future agility as an organisation as well as the ever growing demands on service, skills and transparency."

During his career, Davis has been responsible for the technology and infrastructure design of ~4 million square feet of corporate HQ buildings, ~1 million square feet of tier III/IV data centres and the managed global strategy and architecture for a 1.5 million square foot data centre portfolio. He holds an MSc in Intelligent Building Design, awarded in 2005 from Reading University and is a Chartered Engineer and Fellow of the IET.

\* Co-chairperson of the ODCA (Open Data Centre Alliance) regulatory and environmental working group. Chairman of four years for the Broadgroup awards panel, IET Sector ICT development panel, member of the UK Intellect Data Centre Council and advisory board member to Power Assure.

\*\* Intelligent building lecturer at Reading University at MSc level and 2009 winner for data centre operators of the Uptime Institute's Top 100 Green companies.

## About Infinity SDC

Infinity provides a capital-free, outsourced data centre service to private and public sector organisations. Available as both bespoke and standard offers in short and long term contracts, Infinity focuses on delivering the highest levels of customer service and resilience at the lowest total cost of ownership. Infinity's service contracts enable businesses to take full advantage of lower operating costs at a time when capital is highly constrained. With one of the most experienced management teams in the industry and backed by two of the UK's leading financial institutions. Infinity has the capability

and depth of funding to provide highly efficient data centre solutions matched to customers' budget envelopes and operational needs. For further information visit <http://www.infinitysdc.com>.

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