

Edgeware Names Two New Executives: Tom Schmitt as Executive Vice President Sales and Duncan Potter as Chief Marketing Officer

Seasoned networking and telecommunications veterans join team to further solidify Edgeware as a leader in distributed video delivery

STOCKHOLM, SWEDEN – April 12, 2010 – Edgeware, the technology leader in distributed video delivery, today introduced two new executives to extend its management team. Tom Schmitt will join the company as executive vice president sales and Duncan Potter as chief marketing officer to drive the further expansion of the company's leadership position in the market of online video and on-demand TV services.

Tom Schmitt has been appointed executive vice president of sales, responsible for all sales activities worldwide. Schmitt adds more than 20 years experience in the networking and telecommunications industry to the Edgeware team. Before joining Edgeware, he served as vice president sales EMEA for Infinera and has held various sales management, senior sales and business development positions at Laurel Networks (acquired by ECI), Juniper Networks and Cisco Systems. Schmitt holds a masters degree in computer science from Darmstadt University.

Duncan Potter has been appointed chief marketing officer, responsible for all marketing activities for the company. Potter brings extensive background in networking, convergence and security to the company. Most recently he served as chief marketing officer at Westcon Group and has held various executive, marketing and product management positions at Extreme Networks, Cisco Systems and 3Com.

Both Schmitt and Potter will report to Joachim Roos, chief executive officer and founder of Edgeware.

"With these new members of our executive team in place, I am highly confident that we have the right combination of skills and experience to rapidly extend our technology and market leadership position in this exciting and fast growing space," commented Roos. "Both Tom and Duncan have broad experience in their respective fields, complementing our existing team. Their expertise will allow us to reach new customers, especially in the North American market."

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About Edgeware

Edgeware is the technology leader in distributed delivery systems needed for a new era of "anytime, anywhere" TV and video. Edgeware's next-generation

purpose-built appliances and integrated systems enable operators and carriers to cost-effectively grow their TV and video services and scale them across their network to an increasing number of users on any device. Founded in 2004, Edgeware is headquartered in Stockholm, Sweden, with a U.S. office in San Jose, California.

For more information, please visit www.edgeware.tv.

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