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Mike Ascher, NetEx Director of Global Channel Sales, Recognized as one of CRN's 2012 Channel Chiefs

MINNEAPOLIS, Minn.– February 22, 2012 – NetEx®, a leading company providing a WAN optimization virtual appliance solution, announced today that Mike Ascher, Director of Global Channel Sales, has been named one of CRN's 2012 Channel Chiefs. This prestigious list of the most influential and powerful leaders in the IT channel recognizes those executives directly responsible for driving channel sales and growth within their organization, while evangelizing and defending the importance of the channel throughout the entire IT Industry.

Ascher has defined and executed the channel strategy for NetEx's HyperIP WAN Optimization virtual appliance and was selected as a CRN Channel Chief for leading the company's efforts in selling HyperIP through an extensive partner network. NetEx has significantly grown its partner base to nearly 450 channel partners globally. This has resulted in a 10-fold increase in customers over the past year. With a redeveloped HyperChannel Partner Portal that makes it easier for partners to sign up and use, and the highest margins for resellers in the industry for WAN optimization..

For the tenth consecutive year, Channel Chiefs were selected by the CRN editorial team based on channel experience, program innovations, channel-driven revenue, and public support for the importance of IT Channel Sales.

"We are very proud of Mike's accomplishments in spearheading NetEx's efforts to increase sales through the channel since joining the company in 2008," said Robert MacIntyre, NetEx Vice President of Marketing and Business Development. "We believe that our HyperIP WAN Optimization virtual appliance is a great solution for reducing latency, minimizing network disruptions and helping bring cost

efficiencies to organizations that need to protect and move their valuable information across the WAN and especially to the cloud. The recognition of his efforts by being named a 2012 Channel Chief is a validation of the importance of the HyperIP solutions and of Mike's work building relationships with key partners through the channel. It is a very well-deserved award."

"The 2012 Channel Chiefs list recognizes vendor executives dedicated to driving channel programs in the IT marketplace," said Kelley Damore, VP, Editorial Director, UBM Channel.   "Our annual Channel Chiefs issue is a must-read for IT solution providers evaluating new vendors or looking to expand solution offerings. These are the people, the products and the programs that any savvy solution provider needs to know. We congratulate this year's Channel Chiefs for their stellar record of business innovation and applaud them for their continued dedication to the partner community."

Selected by *CRN's* editorial staff, the 2012 Channel Chiefs list is featured in the February issue of CRN Magazine and will be featured online at www.crn.com.

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About NetEx
NetEx has provided high-end networking tools for over 25 years to some of the world's largest and most sophisticated organizations. Today, NetEx focuses on virtual appliance-based WAN optimization software that is affordable and practical for solving WAN throughput issues for users, solution providers and IT service companies. The company is based in Minneapolis, MN. For more information about NetEx, visit www.netex.com or call +1-763-694-4300.

About UBM Channel: (www.ubmchannel.com)
UBM Channel is the premier provider of IT channel-focused events, media, research, consulting, and sales and marketing services. With over 30 years of experience and engagement, UBM Channel has the unmatched channel expertise to execute integrated solutions for technology executives managing partner recruitment, enablement and go-to-market strategy in order to accelerate technology sales. UBM Channel is a UBM company. To learn more about UBM Channel, visit us at www.ubmchannel.com.

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