



Array Networks Appoints New VP of Sales and Business Development

Rich Siegel focused on expanding Array's North American sales team and growing application delivery revenues

Milpitas, Calif. – April 10, 2013 – [Array Networks Inc.](#), a global leader in application delivery networking, today announced the appointment of Rich Siegel as vice president of sales and business development. In this role, Mr. Siegel will be responsible for all direct sales and reseller functions for North America and Europe. He has also been entrusted to grow strategic customer accounts and partner relationships that tactically meld with Array's core business objectives. Moving quickly, Mr. Siegel has already started an initiative to double Array's North American sales team by assembling the necessary regional and inside sales infrastructure including technical, channel and additional sales resources that will play an essential role in Array's revenue growth.

Mr. Siegel brings a broad range of experience to his new position at Array Networks, including executive sales and business development roles at both startups and large enterprise organizations. Previously, he held the position of senior executive strategic alliance manager at Symantec. In addition, Mr. Siegel has established distribution channels and driven revenue for seven start-ups, four of which were acquired by public companies, and two of which had successful IPOs.

"We are very excited about Rich's plans for our direct and channel sales efforts," said Michael Zhao, president and CEO of Array Networks. "Rich has been instrumental in ramping up Array's channel presence within North America over the past two years and has a proven history building sales organizations and delivering results. He is a driven professional capable of building enterprise sales and international channels."

"Having directed Array's strategic partner and business development efforts since joining the company two years ago, I'm ready to hit the ground running leading both direct and partner sales for Array's North America and European operations," said Siegel. "With the company's expanded commitment to building the regional and inside sales presence essential for growth, I am confident of meeting our 2013 sales objectives and taking Array Networks to the next level."

About Array Networks

Array Networks is a global leader in application delivery networking with over 5000 worldwide customer deployments. Powered by award-winning SpeedCore™ software, Array solutions are recognized by leading enterprise, service provider and public sector organizations for

unmatched performance and total value of ownership. Array is headquartered in Silicon Valley, is backed by over 300 employees worldwide and is a profitable company with strong investors, management and revenue growth. Poised to capitalize on explosive growth in the areas of mobile and cloud computing, analysts and thought leaders including Deloitte, Red Herring and Frost & Sullivan have recognized Array Networks for its technical innovation, operational excellence and market opportunity. To learn more, visit www.arraynetworks.com.

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