



## PRESS RELEASE

### **Tony Svensson Named Vice President of Sales and Business Development of Effnet Inc.**

*Swedish Networking Pioneer Expands US Operations*

**MOUNTAIN VIEW, CA – February 15, 2000** – Effnet, a leading provider of efficient networking solutions, announced today that Tony Svensson, an expert in Silicon Valley sales and marketing, has been named Vice President of Sales and Business Development. Svensson will be primarily responsible for creating alliances and partnerships with leading edge networking and security vendors.

Svensson has held various sales, marketing, and engineering positions at a variety of area start-ups, and spearheaded a successful corporate repositioning for Crimson Consulting Group, while serving as its Vice President of Consulting Management. He has also led consulting engagements at companies such as Intel, Network Appliance, Nortel, Lucent, and Sun Microsystems. He holds an MBA from Stanford University, and an MSCE from Chalmers University of Technology in Sweden.

“Effnet is primed to offer an effective software technology advantage to networking partners in the US,” said Svensson. “My goal will be to link Effnet with the right networking component providers to form OEM alliances, and to participate in our upcoming Technology Partner Program.”

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Effnet's mission is to develop, market, sell and distribute network products and network technologies for solving Internet communications bottlenecks, and to thereby create maximum customer benefit. Effnet commercializes its technology in three ways: products under its own trademark, through OEM agreements and by licensing the technology to other players in the network industry. In 1999, Effnet grew from being a pure development company into a commercial player in the network market. The company is now in a phase in which the focus is on marketing and sales. Effnet's long-term goal is to become one of the world's leading players in solving current and future Internet communications bottlenecks. Effnet currently has four locations: Stockholm, Luleå, Boston and Mountain View, California. Effnet Group AB is listed on Stockholm Stock Exchange, New Market. The company has 52 employees.

Learn more about Effnet AB at [www.effnet.com](http://www.effnet.com).