



**GIPS Announces the Appointment of Anton Schwarz
as Vice President of Worldwide Sales**

*Former Avaya Sales Vice-President joins GIPS to Boost Domestic and
International Growth*

SAN FRANCISCO — August 3, 2009 — [Global IP Solutions](#) (Oslo Børs: GIPS), the leading provider of IP multimedia processing solutions, today announced that Anton Schwarz will join the company as vice president of worldwide sales. In this position, Schwarz will be responsible for expanding GIPS' global revenues, managing global customer relationships and accelerating the go-to-market strategies. He will report directly to CEO Emerick Woods.

Schwarz has over 20 years of experience in the high tech industry with a high-performance track record of delivering results. He brings a broad range of expertise to GIPS, including progressive sales strategies to enhance revenue development capabilities worldwide, having served in leadership positions at companies in various stages – from Fortune 500 to venture-backed start-ups. Most recently, Schwarz served as sales vice president of Global Media for Avaya, where he was responsible for \$120 million revenue line. He has also served in sales leadership positions with Sun Microsystems, Kabira Technologies, Intel and IBM.

"IP-based communications is a fast growing industry with a bright and optimistic future," said Anton Schwarz, GIPS' vice president of worldwide sales. "I am excited to be joining GIPS at this pivotal time to lead the expansion of our worldwide presence and deliver on the growth that stands ahead of us."

"In Anton Schwarz, we have an executive with a strong track record of building revenues, delivering value to customers and leading true transformation of sales to a new level," said GIPS' CEO Emerick Woods. "GIPS HD voice and video technology is broadly recognized as the gold standard for real-time media processing and our goal is to drive high-quality IP communication worldwide. Anton knows how to compete and win in an emerging market and we are very excited to have him on board."

Woods added, "Alan Waldrip, previous vice president of worldwide sales, has made significant contributions during his tenure with GIPS and I am happy that he will continue to be a significant contributor in his new role with responsibility for sales in the Americas."

About Global IP Solutions

Global IP Solutions (Oslo Børs: GIPS) provides best-in-class voice and video processing in IP communications. GIPS enables its customers to deliver unmatched quality, with a faster time-to-market and with less risk than alternative solutions. GIPS serves application developers, wired and wireless service providers and network and telecommunications equipment vendors. Its customer list includes AOL, Citrix, CommuniGate, KT Networks, Nimbuzz, Nortel, Oracle, PWW, Samsung, Tencent, WebEx, Yahoo! and other key players in the voice and video over IP markets. The company is headquartered in San Francisco with offices in Stockholm, Boston and Hong Kong. For more information, visit www.gipscorp.com.

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