

## **Press Release**

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## **Effnet Expands Silicon Valley Management Team**

*VP of Marketing and VP of Sales and Business Development Positioned to Enhance Effnet's Delivery of Routing and Filtering Technology*

**MOUNTAIN VIEW, CA – 20 June 2000** – Effnet Inc., a leading provider of efficient networking technology, announced the appointments of James Hertenstein, Vice President of Marketing and Joseph Bassi, Vice President of Sales and Business Development. Hertenstein and Bassi will join Effnet Inc.'s management team in Mountain View, California.

"Effnet is attracting top talent," said Tony Svensson, President and CEO of Effnet Inc. "Both Jim and Joe are experienced leaders and managers of the highest caliber. We now have the management nucleus with the intellectual critical mass required to accelerate Effnet's expansion in the US market."

### **James Hertenstein**

In his role as VP of Marketing, Hertenstein will oversee all marketing initiatives for Effnet Inc. Having consulted to Effnet for the last year, Hertenstein has advised the company on marketing strategy and tactics. He was instrumental in the launch of the Technology Partner Program, a long-term licensing program designed to increase functionality and dramatically decrease time to market for communication chip providers.

Hertenstein has more than 25 years of experience in small, high technology enterprises, and has in-depth experience in data communications and application software markets. He has held senior marketing roles in Concord Communications, Xyvision, InterLAN, and Prime Computer and has also led numerous consulting engagements for high tech clients for strategic and tactical marketing. Hertenstein is a member of the Board of Directors of several small enterprises. He holds a degree in Electrical Engineering from Georgia Institute of Technology and an MBA from Stanford Graduate School of Business.

### **Joseph Bassi**

As Vice President of Sales and Business Development, Bassi will be primarily responsible for creating alliances and partnerships with leading edge networking companies and chip manufacturers.

Bassi brings more than 20 years of experience in high tech business development, marketing and sales. Before joining Effnet, he held a senior role in business development at Sun Microsystems. He has previously held senior business development, marketing and sales roles at Lucent Technologies, The Softbridge Group, Corporate Class Software, Lotus and IBM. Bassi has also led several strategic consulting projects for various IT enterprises. He holds a BA in Economics from University of San Francisco, a Master of International Management from American Graduate School of International Management and an MBA from Kellogg Graduate School of Management, Northwestern University.

## **About Effnet**

Headquartered in Silicon Valley, Effnet provides software tools to enhance speed, reliability and security in network architectures. The EffnetEdge™ toolkit, the company's technology product line, is a suite of modular components for network processors and communication chips. By using highly efficient algorithms and data structures, Effnet breaks conventional performance barriers for routing table lookups and filtering operations, enabling low cost, high performance networking and telecommunications components and solutions. The EffnetEdge™ toolkit can be easily integrated into any communication device, system, or application that demands high performance IP routing and firewall, dramatically reducing time-to-market for its customers.

The company's technology has been field tested and proven via a line of router and firewall products in Europe. These award-winning products have received high praise from the networking community. In mid-1999, Effnet's technology demonstrated superior firewall performance during testing at KeyLabs, the leading independent lab specializing in hardware and software testing in a networked environment.

Effnet Inc. is owned by Effnet Group AB, a Swedish company established in 1997 to commercialize research performed at Luleå University of Technology in Sweden. Today, Effnet Inc. is a rapidly growing company headquartered in Mountain View, with a pool of more than 30 engineers that it shares with Effnet Group AB. Effnet Group AB is a public company, listed on the Stockholm Stock Exchange's New Market, symbol EFFN.

For more information about Effnet Inc., please contact Tony Svensson, CEO of Effnet Inc. at 1-650-316-3856 or Jamil Moledina or Theresia Qwist at 1-415-908-0444, or visit the website at [www.effnetedge.com](http://www.effnetedge.com).