

Company: Kentrox is a world-class innovator of site monitoring, management, and control solutions, enabling service providers to reduce network and operating costs while improving network performance. With more than one million products successfully deployed in carrier and enterprise networks, Kentrox is a trusted partner of network operators and enterprises worldwide. Kentrox has major operations in the metro areas of Columbus, Ohio, Newark, New Jersey, and Johannesburg, South Africa, and a strong network of global partnerships. For more information, visit www.kentrox.com.

Market: People are increasingly relying on their mobile phones as their primary communication appliance, using it for voice calls, email, text messaging, and web access to media rich content. Advances in broadband wireless and mobile handset technologies continue to drive down prices for feature-rich handsets and new mobility services thereby driving market adoption rates.

Evidenced by a stunning report, the research firm Informa said mobile phones were in use by more than half the world's population – 3.3 billion subscriptions; 59 countries had per capita mobile phone adoption rates in excess of 100 percent. As mobile phone penetration approaches 100 percent, subscriber growth rates around the world will fall substantially, underscoring the need for competitive differentiation. Service features and pricing will become commoditized, leaving quality as a primary differentiator, a trend already identified by industry analysts.

The research analyst firm In-Stat found that the 47 percent of mobile phone subscribers identified “dissatisfaction with service” (including poor coverage area, dropped calls and network outages) to be the *primary* reason that people switch network providers, while lower price was identified by only 15 percent of respondents as their primary reason for switching.

Maintaining high quality wireless service requires substantial capital and operations investments by network service providers. Much of that cost can be reduced, and monitoring the overall quality of network infrastructure can be made far more efficient. In-Stat found that two truck rolls with a travel time of 3.5 hours was the average needed for each trouble ticket, and 20 percent of trouble tickets resulted in “no problem found”. Wireless carriers would save over \$21 million by eliminating “no problem found” trouble tickets.

Solutions: *Kentrox Site Management Solutions*
The site management solution from Kentrox is the most comprehensive monitoring, management, and control offering on the market today. With network complexity growing and existing models for network site management creating increased operating costs, customers are looking for solutions to help take control of their site management process. The Kentrox site management solution is designed to help automate site management while dramatically reducing operating expenses and improving network quality, ultimately resulting in higher customer satisfaction.



Finances: Kentrox is privately held with funding from Investcorp Technology Partners and other private investors.

Management: In 2008, Kentrox completed a management restructure, including several strong additions to the management team. The management team includes:

Rich Cremona, *President and Chief Executive Officer*

Rich Cremona is transforming Kentrox into the solutions provider for the next generation of wireless carriers and network operators. A 20-year telecommunications industry veteran, Rich joined Kentrox after holding executive positions with AT&T, Lucent Technologies, Sprint and Openwave.

Michael Keegan, *Executive Vice President and Chief Financial Officer*

Michael Keegan brings 20 years of financial experience and is responsible for finance, accounting, information technology, and working with the executive team on corporate strategy and mergers and acquisitions.

John Ryan, *Executive Vice President, Sales and Marketing*

A 20 year telecommunications industry veteran, John Ryan is leading the sales and marketing strategy to bring Kentrox solutions to customers worldwide.

Ben Stump, *Executive Vice President and Chief Technology Officer*

With more than a decade of telecommunications experience focused on the operations support systems (OSS) market, Ben Stump plays a central role directing the development of the Optima solutions set.

***Location:* Corporate Headquarters**

5800 Innovation Drive
Dublin, OH 43016
Phone: +1 (614) 798-2000
Toll free: (800) 733-5511
Follow us on Twitter: <http://twitter.com/#!/Kentrox>
Like us on Facebook: www.facebook.com/kentrox
www.kentrox.com

PR Contact: Cathy McFadden
Lighthouse Marketing
(503) 747-3899
cathy_mcfadden@lthmarketing.com