



**FOR IMMEDIATE RELEASE**

**Apptix Media Contact:**

Julie Buckley

703-879-1582

[jbuckley@speakerboxpr.com](mailto:jbuckley@speakerboxpr.com)

**Apptix Names Rick Rumbarger Vice President of Product**  
*Seasoned Business Technology Executive to Drive Expanded Portfolio of  
Hosted Business IT Services*

**Herndon, VA – December 10, 2008** – Apptix (OSE: APP), the industry-leading provider of hosted Microsoft Exchange email, VoIP phone service, and SharePoint collaboration services for small and medium businesses (SMBs), today announced that Rick Rumbarger has been named its new vice president of product. In this role, Mr. Rumbarger will be responsible for product management, product marketing, and the company's Web marketing strategy across all Apptix brands.

"We are pleased to have Rick join the Apptix executive team," said David Ehrhardt, CEO of Apptix. "In 2009, Apptix will be adding a variety of new products to our hosted service portfolio in response to requests from our SMB customers. Rick's extensive background in product management and product marketing—and his experience in business technology—will be invaluable as we chart our future product and service strategy."

Mr. Rumbarger has more than 15 years of technology leadership experience in the consumer, business, and government markets. Prior to joining Apptix, he worked at NeuStar, a provider of clearinghouse and directory services for the global communications and Internet industry, as the head of product management for the company's UltraDNS division. Previously, Mr. Rumbarger served as the head of product management for e-business solutions provider Network Solutions within its messaging and communications product group. Mr. Rumbarger also worked as a consultant for telecommunications companies Nextel and MCI, and has held senior management positions at Digital Commerce Corporation, ICF Consulting, and SynapSys.

He holds a Bachelor of Science degree in Management from Ithaca College.

**About Apptix**

Apptix (OSE: APP) is the industry-leading provider of hosted email, voice, and collaboration services for small and medium-sized businesses, serving nearly 200,000 Exchange subscribers—and approximately 19,000 organizations—worldwide. Apptix offers hosted Microsoft Exchange, hosted VoIP, hosted Microsoft SharePoint, mobile messaging, and compliance and archiving, both directly and through its MailStreet subsidiary. Apptix provides the reliability and scalability of big business communications solutions at a small business price, freeing IT staff to focus on improving and innovating within their companies. Apptix is a Microsoft Gold Certified Partner for Hosting and Application Services. The company is headquartered in Herndon, Virginia, with additional locations in Florida, Illinois, and Texas. Apptix is recognized as one of the *CRN* 2008 Fast Growth 100, Deloitte's 2008 Virginia Technology Fast 50 and 2008 North American Technology Fast 500, *Software Magazine's* 2008 Software 500, and *Washington Business Journal* 2008 Fastest Growing Companies. For more information, visit [www.apptix.com](http://www.apptix.com).

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