

Tribold accelerates growth with new CEO appointment

Telecoms veteran John Rainger brings new dimensions to leadership as foremost Product Management company responds to market demand

London, UK, 24th September 2007: Tribold today announces the arrival of new CEO, John Rainger, as it accelerates growth of its operation in support of the increasing demand from Communication Service Providers (CSPs) for effective product management.

He brings extensive knowledge of the telecoms industry to Tribold, and his appointment will lead the company forward in its next phase of development.

Rainger joins from Openet Telecom, where he led the company to considerable success over the last four years, overseeing ten times revenue growth since 2002, and securing major customer wins with the likes of BT, Orange, Verizon, Cingular and Telstra. Previously Rainger was COO of the Software Products Group at Lucent, which included the Kenan billing system and held a number of executive posts at HP. As the product management market rapidly matures, Rainger's experience in working with major telecoms operators will be invaluable.

Rainger's appointment complements the Tribold leadership team. Co-founder Simon Muderack, becomes COO, with a focus on business development, marketing and alliances, and Catherine Michel, Tribold's other co-founder remains as CTO.

Muderack said: "John is the right man to take Tribold forward, and his vision, expertise and drive align perfectly with what we wanted to achieve when we set up the company. He has the skills and experience to make a huge impact on both Tribold and the product management market as a whole, and his track record will prove essential as we accelerate the growth of the company."

Incoming CEO John Rainger said: "Tribold has built up an outstanding reputation within the industry, and is well-positioned to seize the lion's share of this exciting new market making a considerable impact on the way CSPs manage their products. I'm excited to join such an innovative, modern company, and look forward to a successful future.

"The Product Lifecycle Management arena is the final frontier for the Telecoms industry, and very few companies have been able to provide an effective solution in this area. Tribold has

consistently punched above its weight and has formed industry based partnerships with Accenture, Capgemini, Convergys and Microsoft – and I aim to build on these as Tribold looks to the future.”

Keith Willetts, member of Tribold’s Advisory Board and Chairman of the TM Forum said: “John brings with him a wealth of experience, and has been instrumental in the success of three telecoms companies – HP, Lucent and Openet Telecom. His valuable leadership skills are sure to be an asset as the company moves forward.”

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About Tribold

Tribold is the world's leading provider of Product Management enterprise software specifically developed for Communication Service Providers (CSPs). The Tribold Product Portfolio Manager™ (TPPM) is a single, integrated suite of enterprise product management applications that empower CSPs to put products at the heart of their business. Tribold PPM is based on a Unified Product Catalog and includes Product Data Management (PDM), Product Data Integration (PDI), Product Lifecycle Management (PLM), Product Business Intelligence (PBI), and Product Channel Management (PCM) applications.

Dramatic improvements in product management performance enable CSPs to drive increased profit by taking products and services to market faster, improving customer service through self-selection and enhancing operational efficiency.

Headquartered in London, and with offices in North America and Asia, Tribold was founded in 2003 and is privately held. For more information visit www.tribold.com.

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