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Norman Fraser Joins dotFX as CEO

Strengthens team with extensive tech growth leadership experience

June 8, 2009 – REDWOOD CITY, CA - dotFX, Inc., a Redwood City-based company developing cloud and client software solutions, today announced the appointment of Norman Fraser, Ph.D. to the post of Chief Executive Officer. Commenting on his appointment, Mr Fraser stated, "For too long enterprises have had to make a stark choice between cloud or client IT provisioning for their staff and customers. dotFX has developed a breakthrough technology that instead creates a single secure runtime environment that spans both cloud and client, maximizing security, user experience, resource optimization, and management control."

"I have been tracking dotFX and its founders for several years," continued Mr Fraser, "And I believe they have come up with a revolutionary software platform that sets the standard for secure, performant delivery and management of software and software-based services from the Cloud, with relevance for enterprise, government and consumer sectors. I am delighted to join dotFX at this time to build awareness in the market of its unique cloud and client offering."

About Norman Fraser

Norman Fraser has founded and led a number of successful technology companies with strong international exposure. He was Co-founder, Chairman and CEO of identity authentication provider, Tricerion (www.tricerion.com). Before that he was Co-founder, Chairman and CEO of Endava (www.endava.com), the multinational IT services company identified in the Microsoft-sponsored 2009 Tech Track 100 as the fastest growing privately owned British IT services company. Previously, at Logica he was part of the founding MBO team that in 1993 spun out voice processing specialist Vocalis, which went on to IPO successfully on the LSE. He holds Masters degrees from Edinburgh and London Universities, and a Ph.D. in Computational Linguistics from University College London. He is cited as inventor in numerous patents and was recognized as a UK Entrepreneur of the Year semi-finalist in 2004.

About dotFX, Inc.

dotFX, Inc. is a privately held software company offering a suite of cloud and client software solutions. These allow client applications to be deployed, unmodified, in the cloud, as well as offering next-generation security and functionality enhancements for existing cloud applications. Founded in 2007, dotFX is headquartered in Redwood City, CA. For more information, please visit www.dotFX.com.

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