



FOR IMMEDIATE RELEASE

Roy Thiele-Sardiña Joins dotFX Advisory Board

Former executive Sun Microsystems joins dotFX Advisory Board

July 8, 2009 – REDWOOD CITY, CA - dotFX, Inc., a Redwood City-based company developing cloud and client software solutions, today announced that Roy Thiele-Sardiña joins the dotFX Advisory Board. Mr. Thiele Sardiña is a former executive of Sun Microsystems and co-founder of HighBAR Ventures with Andy Bechtolsheim and Bill Joy, Sun's founders.

"dotFX's technical team is world class in the area of security," stated Roy Thiele-Sardiña "They are visionaries who foresaw the basic security and software problems that threaten the Web infrastructure. They anticipated the convergence of cloud and client computing and are now ready with a powerful operating environment that fills the system level technical gap."

"Roy has had an extraordinary career marked with a unique combination of extensive operating and investment leadership experience," said Norman Fraser, CEO of dotFX. "He works very closely with our team assisting with business development, strategic planning and financing."

About Roy Thiele-Sardiña

Roy Sardiña is a successful venture capitalist and entrepreneur with over 20 years of investment and operating experience in the technology industry. Mr. Sardiña is the Managing General Partner and one of the founders (along with Sun's co-founders Andreas Bechtolsheim and Bill Joy) of HighBAR Ventures, whose investments have included Brocade Communications (NASDAQ:BRCD) where Mr Sardiña worked as VP of Sales and Business Development. Prior to Brocade, he worked at Sun Microsystems (NASDAQ:SUNW) for eleven years. While at Sun, Mr. Sardiña started the company's Telco Business and grew it to 10% of Sun's worldwide revenue. He later led Sun's International Sales & Business Development Team (Asia, Japan, Latin America and EMEA), and subsequently was responsible for the company's Corporate Development Organization in the office of the Chairman. In addition, he was co-founder & CEO of Ingrian Networks, a leading data privacy provider (acquired by SafeNet), and co-founder and CEO of Tasmania Network Systems, a cache proxy company (acquired by Cisco), and worked as a Managing Director with Steelpoint Capital. Mr. Sardiña holds a B.S. degree in Electrical Engineering and Computer Science from the University of Wisconsin-Madison and an M.B.A. from New York University, Stern School of Business.

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.

Contact:

Norman Fraser, Chief Executive
dotFX, Inc.
(650) 206-5570
norman@dotFX.com

Note: Brand or product names are trademarks or registered trademarks of their respective holders.