



## **EMS Appoints Don E. Kennedy as Senior V.P. of International Sales**

CHANDLER, Ariz., Feb. 22, 2010 (GLOBE NEWSWIRE) -- Elliptical Mobile Solutions, the leader in Micro-Modular Data Centers™, today announced that Don E. Kennedy has accepted the position of Senior Vice President of International Sales.

Kennedy will lead the company's global sales efforts, including markets in Europe, Asia, Africa and Latin America, all of which are seeing significant growth in information technology (IT).

Elliptical Mobile Solutions (EMS) is the sole provider of self-contained, high-density, cost-effective, and energy-efficient data centers. As Senior V.P., Kennedy will appoint and manage the channel partners that are the basis of EMS's business model. In addition, he will develop relationships with select OEMs who wish to engage with EMS in key target markets.

Kennedy brings to EMS more than 27 years of senior-level sales and marketing experience within the international high-tech industry. Prior to joining EMS, he served as V.P., Global Channels for Seagate Technology, a \$12 billion global storage technology manufacturer. In this capacity, he led a distribution sales team with annual revenue responsibility in excess of \$4 billion quota and exceeded 100% of the company's sales revenue target.

During his tenure with Seagate, Kennedy held various senior-level sales and marketing positions based in Singapore, Paris, San Jose and London and consistently surpassed sales revenue targets throughout the Middle East, Europe, Africa, the Asia Pacific region, and the United States.

Prior to joining Seagate, Kennedy founded Westan International, where he was Western Digital's master distributor for South East Asia and a key distributor and manufacturer's representative for IntelliSync, Labtec and Chromatic Research.

Kennedy also spent 14 years holding executive roles at Western Digital, including 6 years based in Singapore as V.P. of Asia Pacific sales.

"We are pleased to have someone of Don's caliber join the EMS team," said Bill Stockwell, CEO of EMS. "His track record of success, coupled with his international sales expertise, will prove invaluable as we begin to focus our efforts on worldwide growth and expansion."

EMS's highly successful entry into the global IT market began in January when the company, together with channel partner Dot VN, launched its products at a special conference in Hanoi. The equipment was not only embraced by IT leaders for its scalability, speed of deployment, cost-effectiveness and energy efficiency, but also endorsed by the government as the best solution for the country's rapidly growing economy.

EMS products offer a patented closed loop cooling that can significantly reduce data center cooling costs up to 80% and electricity costs up to 50%, providing one of the Greenest IT solutions on the market today.

Kennedy noted that Vietnam provides a solid platform on which to build EMS's global brand. "I'm thrilled to be a part of EMS," he said. "It's not only exciting to launch a breakthrough product, but also meaningful in that it is a technology driven by the need to reduce data center pollution by improving cooling and energy efficiencies."

He added that he's confident that he will be able to leverage the trusted relationships he's established with IT leaders over the past 27 years to drive sales penetration in new markets for EMS.

Kennedy holds a Business Management degree from North Carolina State University, Raleigh, N.C. He resides in Aliso Viejo, CA with his wife, Suzanne, and son, Don III but will be spending the majority of his time overseas, developing and driving the company's international business.

The Elliptical Mobile Solutions logo is available at  
<http://www.globenewswire.com/newsroom/prs/?pkgid=6944>

To learn more about EMS, please visit: [www.ellipticalmobilesolutions.com](http://www.ellipticalmobilesolutions.com).

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