



PRESS RELEASE

VADition Gears Up for Growth

Appoints Business Development Director, Opens New Offices

Farnham, Surrey, 1st May 2007 – VADition, the Value Adding Distributor today marks the next phase of its growth with the announcement that it has appointed Barrie Desmond to the role of Business Development Director where he will be responsible for the management and development of VADition's major channel and vendor partners. To accommodate the growth in additional personnel and increased business volumes VADition has also completed its recent expansion to new offices in Farnham, Surrey.

"Having someone of the caliber of Barrie join the team gives us further impetus and momentum as we embark on an aggressive growth period for the company," said Neil Ledger, joint founding director of VADition. "His unique mix of technical knowledge, channel know-how, sales ability and marketing nous makes him somewhat of an all-rounder, adding new and complimentary skill sets and making him an ideal addition to the team here."

Commenting on his appointment Desmond explained, "It's great to be joining a fast growing and ambitious company where the principals have a proven track record of success. In founding directors, Neil Ledger and Ian Morris, VADition has a reputation of bringing innovative technologies to the UK channel and a pedigree in delivering real value-add to its network of market making channel partners. I'm really excited about working with them and helping our partners create a difference with the new 'intuitive technologies' we are introducing."

With a wealth of knowledge in the IT sector, Desmond's most recent position was Director of Business Development at Sirocom, the UK's fastest growing virtual network operator where he was instrumental in developing and positioning the business prior to its acquisition by Azzurri Communications. Prior to this, Desmond worked with many vendors and channel partners as a PR, sales & marketing consultant where the emphasis was on new market entry companies.

About VADition

VADition is a Value Adding Distributor introducing a new wave of technologies to their partners in the UK. These technologies, they describe as '**Intuitive Technologies**', a range of Internet Inspired platforms and services designed around simplifying increasingly complex and overloaded Information Infrastructures. The products chosen mirror the self-service behaviour of an increasingly IP savvy society - business and consumer. The characteristics of VADition's chosen vendor partners therefore must demonstrate a belief in new business models embraced within 'Web 2.0', and have designed their technology around 'Self Service' or simplification.

For further information contact:

Mark Waite, Ellen Dobbins

Tel: +44 (0) 1291 626200

Email: vadition@cohesive.uk.com