

PRESS RELEASE



VADition Joins Juniper Networks' J-Partner Distribution Program

Value-Add Distributor Selected for 'Advanced Technologies' Focus

Farnham, Surrey, 20th September 2007 – VADition, the Value-Adding Distributor of emerging and advanced technologies today announced that it has joined the Juniper Networks J-Partner Distribution program to distribute its 'Advanced Technologies' products to the UK channel. Under the terms of the agreement VADition will carry Juniper's range of high performance, application-aware, security and networking solutions as part of its 'Intuitive Technologies' portfolio. This latest appointment further reinforces VADition's growing reputation as one of the UK's fastest growing distributors of innovative enterprise technologies.

"Adding Juniper to our growing vendor portfolio is a clear statement of intent that we are committed to bringing the most compelling, comprehensive and commercially rewarding range of enterprise grade technologies to our UK channel partners", said Neil Ledger, VADition's co-founder and director. "Juniper Networks' market-leading secure networking solutions complement our product strategy to take away the complexities of IT infrastructures, whilst enabling enhanced administration, assurance, access and availability of critical enterprise information and business applications. We firmly believe this will enable our channel partners to address the changing needs of their enterprise customers and lead to incremental business revenues."

Andy Travers, Juniper Networks' channel director for UK, Ireland and South Africa sees the appointment of VADition as a significant addition to its channel landscape. "Juniper Networks' distribution strategy is built to meet the ongoing potential we see in the market for our advanced technologies, including application acceleration, SSL VPN, AAA and 802.1x, and Unified Access Control. We select specialist partners, like VADition, that have the skills, expertise and experience to sell, support and add value to our 'Advanced Technologies' portfolios."

To launch its distribution of Juniper Networks' Advanced Technologies portfolio, VADition is planning a series of activities and events aimed at equipping its channel partners with the

skills and expertise to develop new and incremental business revenues around enterprise secure networking. These will include sales and technical training, support services, seminars and partner events.

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.

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