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Walling Data Appoints Industry Veteran as Director of Marketing

CLAREMONT, N.C. – September 10th, 2008 – Walling Data today announced the appointment of Linda K. Hill as the company's Director of Marketing. Hill has been a corporate marketing professional for more than 20 years, and is experienced in all aspects of marketing strategy and process.

Reporting to Luke Walling, founder and president of Walling Data, she is tasked with driving marketing and positioning consistency across Walling Data's business units. Hill will be responsible for all corporate marketing initiatives, including segment branding, reseller, government, and education trade show expansion, customer growth, sales support, and incentive programs.

"Linda's experience at Tech Data will be exceptionally valuable to Walling Data as we move into our own critical growth path," said Walling Data Systems president Luke Walling. "Her knowledge of the channel will be particularly helpful as we build out the company's reseller channel and develop motivating sales incentive programs. The depth and breadth of experience that Linda brings to Walling Data will be of great assistance in framing the next stage of our growth. I'm delighted that she has decided to join the Walling Data family."

For the past five years, Hill has served as an independent marketing consultant servicing organizations of all sizes in the technology, automotive and medical industries. Specific focal areas have included public relations, account management, creative design, print production, and trade show management.

Prior to this role, Hill played a key role in the evolution of Tech Data Corporation, a high-volume, global leader in technology distribution. Starting out in the trenches in the late 80's, just as the technology market was reaching the 'tipping point' into the mainstream, she took on a variety of roles in marketing and account management. Hill was responsible for developing and executing high-end marketing programs for such industry giants as Microsoft, Compaq, Symantec and 3COM, at the same time restructuring key areas of the company's marketing organization. At her departure from the company in 2003, Hill held the position of Marketing Manager for the software and peripheral divisions, overseeing the planning and execution of more than \$35 million in marketing budgets.

"It was beyond gratifying to be a part of Tech Data's critical growth period," recalls Hill. "The pressure from ever-changing manufacturer demands and corporate growing pains weren't for the faint of heart. It was an exceptionally demanding ride, one I was proud to have experienced. It's also experience I expect to serve me well at Walling Data as the company embarks on a similar, exciting journey."



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In her new role of Director of Marketing at Walling Data, Hill will initially focus on developing a specialized trade show program in North America to target three key areas of the company's business – resellers, education and government.

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About Walling Data Systems:

Founded in 1994, in North Carolina, Walling Data is a Value-Added Technology Distributor and IT Solution Provider offering innovative high-value solutions to everyday computer security problems for corporate, education, and home technology users. Walling Data was named an Authorized Distributor for leading security vendor AVG Technologies in 2004 and is today the country's highest-volume distributor. In June 2008, Walling became the first Value-Added Distributor for the Cymphonix line of content filtering and network traffic management products. Walling Data is the only source for unlimited, US-based toll-free telephone and remote control support for its customers in the United States and Canada, one reason thousands of customers each month choose Walling Data as their preferred supplier. More information at <http://www.wallingdata.com> and www.avg-antivirus.net

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