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Digital Delivery Networks (DDNi) appoints Michael Kuptz as CEO

Kuptz Brings More than 20 Years of Global PC Industry Leadership to the Post

SCOTTS VALLEY, Calif. - October 2, 2008 [Digital Delivery Networks, Inc. \(DDNi\)](#), a PC customer experience company, has appointed Michael V. Kuptz as Chief Executive Officer. Effective immediately, Kuptz assumes responsibility for accelerating the delivery and adoption of the DDNi platform, which includes increasing PC manufacturer and distribution channel relationships and developing new product and service agreements to improve and enhance end-user's experience.

"DDNi's technology represents a shift in how users experience and value their PC from the first time they power on their machine, through system upgrades, to daily use with more access to various enhancements and entertainment," stated Michael Kuptz, CEO of DDNi. "As PC manufacturers and distribution partners struggle with global pricing pressures and the commoditization of PCs, DDNi increases the value of their products with a customized brand experience that provides value added services and generates new revenue streams. I am thrilled to join the talented team at DDNi and look forward to aligning our resources to capitalize existing market opportunities and forging new partnerships that will propel the company's exponential growth potential."

"Michael brings to DDNi an extensive background in the personal computing industry and internet services environment and has deep senior management experience. We are very pleased to have Michael leading our world-class team at DDNi," said Chris Luck, chairman of DDNi and managing director of GLR Growth Fund in Scotts Valley, California.

Prior to joining DDNi, Mr. Kuptz was Vice President and General Manager with [Lenovo Group Limited](#), Americas Consumer Business Group (CBG) where he launched Lenovo's Consumer Products within the Americas. Under Kuptz's leadership, CBG's sales grew rapidly while he was responsible for all functional lines of business which included finance, marketing, sales, service and support operations; product management and human resources. Previously, he served as the Vice President and General Manager of the U.S. Channel, Mid-Market and Transactional Business at Lenovo. Mr. Kuptz came to Lenovo from IBM's Personal Computer Division (PCD) and was part of the Lenovo Acquisition of IBM's Personal Computer Division in May 2005. He successfully led the integration of Lenovo and IBM divisions, retained top talent throughout the transition and gained share across high growth segments within SMB and Consumer segments.

Mr. Kuptz spent 20 years at IBM and his career included numerous executive and management positions within IBM's portfolio of offerings including system hardware and software sales, product development, server brand management and brand marketing. Of note is his leadership of the sales and operation team that launched the world's smallest hard disk drive, the IBM Microdrive in 1999.

Mr. Kuptz holds degrees in Economics and Political Science from the University of California, Los Angeles (UCLA).

About DDNi

Digital Delivery Networks (DDNi) is a PC customer experience company that provides software, infrastructure and digital marketing opportunities to personal computer (PC) companies, distribution partners and retailers. DDNi clients sustain superior application software and internet services and enable contextual marketing during the customers' daily desktop experience. DDNi's proprietary and patented platform allows PC companies and channel partners to create and maintain an ongoing branded relationship with its customers and the opportunity to increase revenues throughout the PC's lifespan. DDNi is located in Scotts Valley, CA and is a privately held company.

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