



PRESS RELEASE or FOR IMMEDIATE RELEASE

Reverb Networks forms Advisory Board

Wireless Industry Veterans Joins Reverb Networks Advisory Board

Ashburn, Virginia (Jan 9, 2012) – Reverb Networks, a developer of intelligent SON solutions designed to provide mobile network operators improved operational and spectral efficiencies, announced today the formation and appointment of four members to its advisory board. The advisory board will provide valuable perspective and counsel to the executive team at Reverb Networks in the areas of wireless network optimization, market trends and operations.

"We are very pleased to bring together these key thought leaders to establish the Reverb Advisory Board. They are all distinguished wireless industry professionals and greatly accomplished in the telecomm industry," said Magnus Friberg, President and Chief Executive Officer at Reverb. "We are honored that they have agreed to serve on our advisory board; the members will bring us strategic guidance to help us further our SON offering and chart the future of our SON technology."

Biography of Bill Clift

Bill has over 36 years of experience in the telecommunications industry. In his 29 years at BellSouth, Bill held various positions in network operations and strategic planning, and served as Regional Vice President for Business Operations in Indiana and president of one of BellSouth Wireless' divisions. When Cingular Wireless was formed as a joint venture between BellSouth and the then SBC, Bill was appointed as the Chief Technical Officer for the company. He held this position until his retirement in 2004. Since that time, Bill has held the position of North American Division President for WFI and CEO and President of Optimi, a creator of wireless engineering software products. Bill has served on the Boards of Mitec Telecom, Optimi, Oz Communications and Innopath and on the Wireless Advisory Board for Vantage Point Venture Partners. He currently serves on the Board of Directors for Sionic Mobile and on the Advisory Board for Star Voice.

Biography of Chris Burke

Chris has more than 29 years' experience in the telecommunications, IT and technology industries in a career spanning Europe and North America. Chris has held both technical and general management responsibilities in the telecommunications segment with firms such as Bell Northern Research, Nortel, Research in Motion (RIM) and Vodafone. Chris spent 15 years with Bell Northern Research (R&D for Northern Telecom) and Nortel, holding a variety of roles working across North America, Europe and Asia. From 1997 to 2000 Chris was CTO at Energis Communications, as a member of the executive team.. From 2001 to 2004, Chris worked at Vodafone UK, as CTO, responsible for all their technology and product architecture, design, procurement, development, support and operations. After leaving Vodafone in 2004 Chris developed his own investment fund and advisory business, working with Ubiquity Software (chairman and investor), March Networks (Lead independent board director), Oz Communications (board) and, Dialog Semiconductor (board and investor. Presently Chris sits on the public company boards of Dialog Semiconductor (Frankfurt Exchange) and Tranzeo Wireless (LTE and Wifi Infra-structure, Toronto Exchange). Chris also sits on the boards of a number of venture and private equity backed companies.

Biography of Claes Beckman

Professor Claes Beckman, PhD, is a Senior Researcher at the Center for Wireless Systems, Wireless@KTH, in Stockholm, Sweden, which was created under his leadership in 2000. Dr. Beckman was a professor at the University of Gävle, Sweden, from 2004 to 2010 where he founded and served as the first director of the research center Radiocentrum Gävle. Between 1994 and 2000, Dr. Beckman held leading technical positions responsible for both antenna and system products research for Allgon, an antenna and RF-sub-supplier company. He spent 1983 to 1988 with Ericsson, focused on Microwave and RF engineer design of commercial weather- and military tracking-radars. Dr. Beckman is a member of IEEE and URSI. He has published close to 100 journal articles and conference reports. He has also served on both ETSI and 3GPP committees. He is also a technical advisor and co-owner of Icomera AB and InCoax AB.

Biography of Mario Bouchard

Mario Bouchard has led an inspiring career path in the wireless industry. He co-founded iBwave in 2003, a company globally serving over 280 leading telecommunication firms, in over 70 countries worldwide, with innovative in-building solutions. He took his 15 years of experience working for TELUS Mobility and Bell Canada, two leading Canadian wireless operators, to create a suite of products that would address the needs of the in-building wireless market, soon becoming the standard for the in-building ecosystem. Bouchard currently serves as President and CEO of iBwave. His visionary approach led the company to win numerous awards, some of which notably include the 2010 and 2011 Deloitte Technology Fast 50 and Technology Fast 500 awards in North America, as well as the 2010 and 2011 PROFIT 100 awards in Canada. In 2011, Bouchard was recognized with the prestigious Québec *Ernst & Young Entrepreneur Of The Year*® Award in Information Technology.

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About Reverb Networks

Reverb Networks is a leading developer of automated, continuous and Intelligent SON solutions. The Reverb solutions are software based, sophisticated, fully network integrated and easy-to-implement. The solutions reduce OpEx and CapEx for wireless network operators through frequent and proactive self-optimization, and improve operational and spectral efficiencies. In partnership with Reverb Networks, wireless operators and managed service providers can quickly and easily deploy new sites, maximize the performance of their wireless network affordably and efficiently, and gain optimal network performance. Operators can apply Reverb's SON solutions such as load balancing, interference reduction and self-healing to existing UMTS networks and upcoming LTE networks.

Headquartered in the United States, Reverb Networks has presence in North America, South America, Europe and the Middle East offering support across the globe. Through a strong IP portfolio in the area of SON and Antenna Network Management, Reverb Networks offers solutions that have a customer focused approach to deliver optimal and valued results.

For more information visit www.reverbnetworks.com