eFolder Appoints Michael Richey as COO

eFolder Selects Chief Customer Officer of State of Colorado, Former Corporate Director of IT at SeaWorld and Anheuser-Busch, to Prepare for the Next Leg of Growth

Atlanta, GA – May 21, 2014 – eFolder, a leading supplier of business continuity and cloud file sync services for the IT channel, today announced the appointment of Michael Richey as chief operations officer. Richey is primarily responsible for leading eFolder's support, operations, and back office functions. The addition of this new management talent will gear eFolder for its next leg of growth. As COO, Richey will lead the introduction of new systems and processes that will further solidify eFolder's reputation for highly reliable services and excellence in partner support.

Richey's appointment as COO is timely as eFolder experiences unprecedented growth from recent acquisitions, new product innovations and new partnerships. In the past nine months, eFolder has raised $26 million, introduced the first file sync and share software tailored for the IT channel through the acquisition of Anchor and announced a global OEM partnership with Acronis. The company has recently surpassed 2,000 regularly transacting channel partners. Today, eFolder offers IT channel partners a broad software and services portfolio, including cloud backup, BDR, cloud file sync and email security and continuity services.

"eFolder has successfully grown by offering partners a broad spectrum of cloud services," says Kevin Hoffman, CEO of eFolder. "We are excited to have Mike help manage this growth and structure the company so that we are our partners' most strategic vendor relationship. Mike will also be instrumental in preserving and strengthening the eFolder culture that partners have come to know and love, even as we grow our team size exponentially over the coming years."

eFolder is recognized in the channel for pairing eFolder's petabyte-scale storage and disaster recovery cloud with eFolder software as well as with leading third-party software tools, including Dell AppAssure, StorageCraft ShadowProtect and Acronis Backup Advanced.

"The eFolder business model enables partners to meet nearly any client backup, business continuity, file sync or file collaboration need," says Michael Richey, COO of eFolder. "As the company grows and multiplies the available service offerings, excellence in partner support, training, and logistics becomes more important than ever. We are the people behind our partners' clouds and I look forward to scaling out the eFolder back office functions, systems, and team culture to meet the high standards of our partners."

Richey contributes a wealth of experience from the hospitality and services industries and the public sector. Most recently, Richey served as the chief customer officer for the State of Colorado, where he aligned IT and business strategic plans and $140 million in budgets. In 2011, he served as chief information officer and vice president of technology at Fleetgistics, a company which provides custom, dedicated logistics solutions for time-sensitive shipments.

Richey also served as the corporate director of IT at both Seaworld and Anheuser-Busch. At Seaworld, Richey supported divisions with annual revenues in excess of $750 million and 23 million guests annually. During his tenure at Anheuser-Busch, Richey managed the integration of the Theme Parks' IT division during the Anheuser-Busch and InBev merger.

"Mike's experience demonstrates a tenacity for optimizing organizations in the midst of change," adds Hoffman. "I am confident that Mike will accelerate the evolution of eFolder."

Richey holds a bachelor's degree and master's degree in accountancy from the University of Missouri-Columbia, College of Business, where he graduated Summa Cum Laude.

About eFolder

eFolder is a leading supplier of cloud data protection, business continuity, and cloud file sync solutions for MSPs, solution providers, and VARs. Delivered as wholesale services to the channel, eFolder enables its partners to provide branded data protection and file sync services and to generate highly profitable, recurring revenue. eFolder services complement many of the managed service offerings already deployed by partners and integrate with common PSA systems, making adoption of eFolder services fast and easy. eFolder also empowers cost-effective partner and end-user private clouds, allowing partners to meet the needs of any client, regardless of size or readiness to engage in public cloud services. eFolder is a privately held company and is

headquartered in Atlanta, GA. For more information, please visit: www.efolder.net and follow us on Twitter: @eFolder