

News release

DataKinetics appoints Allan Zander as new CEO

New CEO is a veteran executive in the tech sector

OTTAWA, Canada, January 10, 2009 — DataKinetics®, Inc., a leading producer of mainframe performance enhancement products, announced today the appointment of Allan Zander, one of the Ottawa Business Journal's 2007 Top 40 Under 40, as the company's new Chief Executive Officer.

Mr. Zander will focus on implementing plans that will help drive growth for this IT company that has many of the fortune 100 as its customers, and will ultimately be responsible for increasing sales in the highly volatile mainframe market. He assumed his new position on January 1, 2009. DataKinetics has been around for 30 years and the current market conditions now demand leadership that can help transition a company into a market leader.

Mr. Zander brings to DataKinetics a track record of success and excellence in succeeding positions as VP of Business Development, Director of Product Management, and as an entrepreneur. "A graduate of the University of Western Ontario with degrees in Engineering and Computer Science, along with his marketing and business management expertise makes Allan the ideal person to lead DataKinetics into new opportunities," said William Olders, a long-serving member on the DataKinetics board of directors.

"Allan is a rare breed. He is one who will go to the ends of the earth for his company, and literally has done so", said James Ballard, VP of Sales, HigherGround Inc., a former colleague of Zander's. "Allan is always looking for new opportunities and ways to stretch his company as well as his partners. Allan will be a strong asset to any company wanting to grow."

Says Zander, "I will fix our approach to marketing by making our value proposition and our target accounts more clear, and changing how we relate to our customers. Secondly, I will build a sales force to generate a solid pipeline and build upon our existing customer base consisting of half the Fortune 100 that this company spent 30 years developing. I couldn't be more excited about the opportunity."

About DataKinetics

DataKinetics®, the leader in critical information systems optimization, enables data centers within IBM zSeries Mainframe (z/OS) environments to achieve superior performance gains, capacity, and scale using existing applications and hardware. DataKinetics delivers distinct competitive to global Fortune 500 companies to keep them a step ahead of the competition. For 30 years DataKinetics products have been enhancing hundreds of thousands of mission-critical transactions per second every day for banking, insurance, credit card, brokerage house, and retail industries—without fail. Visit www.dkl.com for information.

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