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Maxager Expands to Europe, Appoints New Vice President

Zurich Office Supports New Customers for Market-Leading Profit Optimization Solution

San Rafael, CA – Maxager Technology Inc. announced the appointment of Oliver Braun as its first Vice President, Europe to lead the company's international expansion in the European region. Mr. Braun will manage Maxager's sales and marketing activities in Europe from a new Maxager European headquarters in Zurich, Switzerland.

Maxager's European expansion comes as the company has added new customers worldwide to accelerate it to record levels of revenue. Maxager's patented Profit Velocity® solution enables manufacturers to measure, analyze and improve pricing strategies, product mix and customer mix in new ways, thereby increasing cash margins by as much as 4% of revenue.

Mr. Braun, 37, joins Maxager from Bearing Point (**NYSE: BE**), the global technology and consulting firm, where he was responsible for business development in the process industries. Before Bearing Point, Mr. Braun was a sales executive at IBM (**NYSE: IBM**) responsible for key account sales in central Europe. Mr. Braun has an MBA degree from London's Open University and a joint undergraduate degree in engineering and economics from the University of Karlsruhe.

"I joined Maxager because I saw that the CEOs of the leading European companies are focusing increasingly on the opportunity and the need to optimize their product mix and customer mix to improve profits. Maxager delivers real and immediate cash benefits to companies," Mr. Braun said.

"Maxager solutions are meeting growing demand worldwide as more and more corporations seek to maximize the return on their existing assets and make better decisions on new capital investments" said Michael Rothschild, Maxager founder and CEO. "Oliver brings us valuable skills and relationships and we welcome him aboard."

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