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RADISH SYSTEMS ATTRACTS TOP INDUSTRY TALENT

Technology Company Recruits Industry Veterans Thomas Colamonico, Jacqueline McDonald and John Meteer

Boulder, Colo. -- (May 16, 2011) -- Revolutionizing an entire technology industry requires a well-assembled team of top-of-the-game players, and [Radish Systems](#) -- creators of the new mobile communications technology, [ChoiceView](#) -- announced today the addition of three such industry professionals to accommodate the company's rapid growth and continued focus on building up sales and customer care infrastructures.

Intrigued by Radish's potential for continued success, leading software and telecommunications industry professionals -- Thomas Colamonico, vice president of sales; Jackie McDonald, director of customer care; and John Meteer, channel sales manager -- have joined the Radish Systems team, with offices in California, Connecticut and Florida, respectively. The appointment of these three highly respected leaders comes on the heels of Radish Systems' recent announcement that its ChoiceView technology was named a winner of the "Innovator Showcase" at the Enterprise Connect 2011 conference. ChoiceView was also recognized as an "Emerging Technology" finalist at the 2011 CTIA awards.

"2011 has been a great year for Radish," said [Theresa Szczurek](#), Radish Systems' co-founder and CEO. "We are pleased to add such a strong group of professionals to our team. Our mission is to help businesses improve the way they communicate with smart mobile device users. Tom Colamonico, Jackie McDonald, and John Meteer bring a wealth of experience and connections that will drive the successful trajectory of our company."

Radish's new Vice President of Sales, [Thomas Colamonico](#), has 25 years of leadership experience in Business Development and Original Equipment Manufacturing sales for successful multinational software companies. During his career, Colamonico has directed the development and management of strategic relationships that led to increased revenues and market share for such companies as PC-Doctor, Sykes Enterprises, Inc., Symantec, Inc. and Borland International, Inc.

[Jackie McDonald](#), Director of Customer Care for Radish Systems, held the same position with [Radish 1.0](#), which was acquired in 1996. McDonald has over 25 years management experience in new technology introductions, customer service, training, and technical support in the software, travel, and telecommunications industries. Her previous experience includes working

with such companies as Confertech, Wang, Frontier Airlines, and others. McDonald is confident that she, along with the rest of the Radish team, will be able to make lightening strike twice with Radish Systems' ChoiceView mobile communications software.

Rounding out the new additions to the Radish Systems roster is [John Meteer](#), Channel Sales Manager, who joined the technology company in March 2011. Meteer joins Radish Systems with an impressive background in entrepreneurial sales driving multimillion sales growth for such companies as Sennheiser Communications. Prior to joining Radish Systems, Meteer directly contributed to building the indirect sales channels of several past start-up companies, which resulted in those companies' acquisition by such industry titans as Octel, Avaya and Comdial.

About Radish Systems

Headquartered in Boulder and with offices in California, Connecticut, and Florida, Radish Systems, LLC is improving the way businesses communicate with smart mobile device users through its ChoiceView Communications-as-a-Service technology platform, available as a general app on the iPhone, iPad, and iPod touch; software for live and automated agents in enterprise contact centers as well as for other individual PC users; and as a Software Developers Kit for inclusion in third-party mobile apps. ChoiceView allows visual information to be shared during a phone call with smart mobile device users and results in faster, more rewarding mobile communications. Use cases include visual response systems, enhanced customer and technical support, and improved information exchange. For more information and a demonstration visit www.RadishSystems.com.

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Radish Contact:

Stephanie Vanderholm
720-440-7560

svanderholm@metzger.com
media@RadishSystems.com

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