



Reach Systems, Inc. Appoints Director of Business Development

[FOR IMMEDIATE RELEASE]



Oakland, CA – October 7, 2008 - Reach Systems announces the addition of Barry Banks, who joins the company as the Director of Business Development. In this role, Barry will have the responsibility of developing channel partners, as well as targeting large corporate and national accounts, where he has extensive domain expertise. Barry will also manage the South Central Region.

Barry has over 30 years of experience in the access control industry. Most recently, Barry was the President and Co-Founder of RI Marketing Group LLC. Prior to this, he held the roles of COO, Co-Founder, and Board Member at ISR Solutions, Inc., a National Systems Integration Company that was ranked #8 in SDM magazine's Top 100 Integrators. ISR Solutions had 12 offices with revenues in excess of \$50 million dollars, and was later purchased by Stanley Works. Barry has also been employed by Mosler as the Director of Integrated Systems, and by JWP, where he was the Southwest Region Vice President, with revenues in excess of \$4 billion dollars. Barry had begun his career by starting new regional sales offices for Rusco Electronic Systems and Access Control Systems, Inc.

"I am pleased to be a part of the next generation of access control provided by Reach Systems," said Barry. "Now, system integrators can increase the value of their companies through RMR while providing managed access control to clients who previously were not able to enjoy the benefits of these systems."

"As we continue to evolve our product and build out our channels to market," said Michael Pilato, VP of Sales & Marketing, "it will now become possible for us to target larger, geographically dispersed customers who will require a more collaborative sales approach. In that regard, Barry brings to Reach the knowledge and experience to help us develop the capabilities and execution skills necessary for us to take this next step in growing our business."

About Reach Systems:

The Reach Access Control System and ReachNet web-hosted software platform represent a critical industry turning point in the way access control services are provided. Integrators and their Central Stations use security solutions from Reach to provide value-added managed services and monitoring for their clients – earning recurring revenue while building lifelong customer relationships.

Media Contact:

Darina Sinelnikov

Marketing Assistant

Reach Systems, Inc.

P 510.452.9532 | F 510.452.9292

darina.sinelnikov@reachsystems.com

www.reachsystems.com