



Ian Framson Promoted to Inside Sales Manager & National Accounts Manager

[FOR IMMEDIATE RELEASE]



Oakland, CA - August 20, 2008 - Reach Systems announces the promotion of Ian Framson to Inside Sales and National Accounts Manager. Ian began his career at Reach in June of 2005 as the company's business development specialist. In this role, his primary responsibilities were to collect and communicate the product requirements of security dealers and Central Stations to the company's product development team. As the company's access control solution transformed from the development stage, to Beta test, to the UL listed solution being sold today, Ian's role expanded to become the Western Regional Sales Manager.

Ian's ability to acquire new clients and develop relationships as the Western Regional Sales Manager has been instrumental in driving Reach Systems to the level of success it holds today. With the rapid growth of Reach's national accounts, and the addition of several new regional sales managers across the US, Ian's capacity to streamline the overall sales process has earned him the new Inside Sales Manager and National Accounts Manager Role, where he will be a great asset to the Reach sales team.

According to Ian, "As the company's new Inside Sales Manager, I'm very happy to be in a position to support all of our regional sales managers, dealers, and central station partners going forward. As National Accounts Manager, I'll be able to work more closely with our national account customers and refer these opportunities as they arise to our dealers who can service and support companies with a national footprint."

Glenn Forrester, CEO, says "I'm proud of Ian's development. Being with Reach since its inception, he understands the Managed Access service category as well as anyone in the industry and will be an integral part of our growing sales team as it brings our innovative RMR-based product and service offering to market."

Ian holds a B.S. in Economics from the Wharton School of Business and is a frequent public speaker in the security industry.

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.

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