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InstallFree Taps Jeanne Morain and Carl M. Wright For Executive Team

Renowned Virtualization and IT Systems Industry Executives Will Drive Business Development and Expand Market Adoption of Application Virtualization Platform

Stamford, CT – February 17, 2009 – [InstallFree, Inc.](http://www.installfree.com), developer of platform solutions for virtualization of enterprise applications and desktop environments, today announced it has begun a strategic market push for 2009 with an expanded executive team. Jeanne Morain joins as Vice President of Business Development and Strategic Alliances, from VMware, and Carl M. Wright will lead the go to market strategy as Senior Vice President of Sales, after leading Kidaro to its 2008 acquisition by Microsoft.

“The industry experience and technical knowledge that Jeanne and Carl bring to InstallFree gives us an unbeatable team of executive strategists to execute our 2009 market push,” said Yori Gabay, CEO of InstallFree. “By leveraging the talents of the best people and ideas in the application and desktop virtualization space, InstallFree has built an enterprise class solution that changes the economics of applications delivery. Production reality is what has driven the InstallFree design team. Thinking like a customer is what is driving the InstallFree business team.”

Gartner analysts predict that virtualization will be the number one technology initiative in 2009, a year when more cost savings will be sought because of the down economy. InstallFree is poised to gain a strong share in this fast-growth market with its application virtualization software that is used by enterprises to lower the cost and complexity of delivering and managing applications. InstallFree also increases the portability and compatibility of applications, and

stands alone in offering an approach that requires no infrastructure changes to realize these benefits.

"Enterprises have achieved significant ROI from their investments in network, server, and storage virtualization technologies; it is now time for them to realize the same outstanding returns and operational flexibility from desktop and application virtualization. InstallFree changes the game by providing an enterprise platform and standardized approach to make adoption of virtualization easy to manage, cost effective and secure," said Carl Wright. "It's been a long time in the making, but with InstallFree, businesses are finally able to significantly reduce the cost and complexity of application management while increasing the desktop security posture by allowing applications to seamlessly function on locked down operating systems."

InstallFree technology provides a consistent end-user experience through its unique distribution technology that can deliver the exact desktop environment, unique to each user, regardless of how they access their applications.

"InstallFree technology is a revolutionary approach that provides the missing link to achieving a rich application experience in any medium. Its solutions are uniquely developed to meet user and business requirements, not as methods to overcome technology limitations," said Jeanne Morain. "InstallFree brings together the right mix of simplicity and control with integration to the back end system, and is independent of the user's access device (USB, Server, Blackberry, or local PC). This virtualization solution for packaging and provisioning both users and machines helps IT strike a balance, and provide flexible computing for a growing mobile workforce while managing key directives (security, regulatory, business) in a cost effective way. I am excited to be part of the InstallFree team, advancing virtualization solutions that make universal client computing and Business Service Management today's reality."

With over a decade of experience in desktop computing, focused on configuration management, Business Service Management (BSM), and

virtualization, Morain joins InstallFree from VMware, where she managed the market entry of its ThinApp product, based on its acquisition of Thinstall application virtualization technology. Morain served as Vice President of Marketing and Strategic Alliances at Thinstall. Prior to Thinstall, Morain was at BMC Software, Inc., where she was senior manager of the Configuration Automation Products Group. Morain led key initiatives that helped improve product quality and drive revenue for the company. These include creating Customer Programs for Agile Development, Best Practices and Templates for implementing BSM, Channel Strategy for Marimba products (ISV and Partners) and managing product releases from inception to launch. She has guided many of BMC's fortune 2000 customers with their definition, implementation, and ongoing care of BSM and Configuration Automation, including the development, implementation, and maintenance of complex systems and applications for Desktop and Mobile systems.

Wright joins InstallFree from Kidaro, a pioneer in enterprise-class desktop virtualization solutions, where he was Vice President, Sales and Corporate Strategy. He developed and executed the sales and corporate strategy that elevated the company to its leadership position, instrumental in its acquisition by Microsoft in 2008 as part of its desktop virtualization portfolio. Wright previously held executive roles at Decru (purchased by NTAP) and Securify (purchased by SCUR), and served as Chief Information Security Officer for the U.S. Marine Corps, where he received the National Security Agency's Frank B. Rowlett Trophy for Worldwide Information Security Professional of the Year.

In 2009, InstallFree will move ahead with a strong reputation for customer-centric technology solutions. It will continue providing innovative enterprise solutions to improve IT services and the end-user experience.

Notes Michael Rose, analyst at IDC: "InstallFree offers a solution that can help resolve the often incompatible give-and-take between IT and users because its

solution gives both constituents the freedom, ease of use and security they each require,”

About InstallFree

InstallFree provides application virtualization software used by enterprises to lower the cost and complexity of delivering and managing applications while increasing portability and compatibility of applications. InstallFree stands alone in offering an approach that requires *no infrastructure changes to realize these benefits*. Designed for Users. Built for IT. To request a demonstration of InstallFree, visit the web site at www.installfree.com or call +1 203-276-1460

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