



LONG TIME SOFTWARE VIRTUALIZATION PIONEERS JOIN INSTALLFREE, INC.

Leader in Dynamic Application and Desktop Computing to Develop Presence in EMEA

Barcelona, Spain, November 2, 2008 – [InstallFree, Inc.](#), the leading provider of [Dynamic Desktop Computing](#), today announced that long time Application and Desktop Virtualization veterans Rashied Akrum and Carina Rozendaal will join InstallFree as the Vice President EMEA and Senior Director of Sales & Marketing EMEA respectively. InstallFree is exhibiting its Application and Desktop Virtualization solutions this week at Microsoft Tech-Ed in Barcelona, Spain at booth B15.

Both Akrum and Rozendaal bring a tremendous amount of experience to InstallFree, having previously worked at Microsoft through the acquisition of Softricity Inc. in July 2006. Prior to the acquisition, they established and ran the EMEA Headquarters for Softricity for 4 years and were instrumental in creating the Application and Desktop Virtualization market in EMEA while developing a strong channel presence.

Akrum has over 21 years experience in IT leadership roles and has been successful in building European channels for new emerging IT technologies. He has extensive experience in sales, marketing, technical and management positions in software infrastructure and virtualization technologies including Softricity, Citrix, Terminal Server and MS Virtualization. He's been one of the pioneers who introduced virtual computing to Europe more than 15 years ago and has been involved in building the European channels since.

"I'm very excited to join InstallFree as they have the best technology on the market today," said Akrum. "They have developed an evolutionary solution in the Application and Desktop Virtualization space which I have not seen in this growing market."

Rozendaal is a long time software virtualization pioneer having worked at Microsoft and established the EMEA market for Softricity with Akrum. She has extensive experience in the areas of sales, business development and marketing within infrastructure and virtualization technologies like Softricity, Citrix and Terminal Server. Rozendaal also brings her experience in channels in emerging technologies across Europe, Middle East & Africa with companies like CDG Europe, ASG Europe and Racal-Datacom.

Yori Gabay, Co-founder and CEO of InstallFree says, "I am thrilled to have Rashied and Carina join our team and lead the go-to-market effort in EMEA. They bring a tremendous amount of experience and knowledge in the Application and Desktop Virtualization space as well as the ability to build a strong channel to bring our solutions to market."

About InstallFree

InstallFree is a privately-held company with headquarters in Stamford, CT and Research and Development in Israel. Founded in early 2006 by a team of veterans of an automated support and ease of use software solutions company, InstallFree is the leading provider of Dynamic Desktop Computing, helping companies improve IT operational efficiency and increase end-user productivity.

InstallFree's innovative virtualization technology was designed from the ground up based on extensive user input. Its executive team includes respected experts in the Windows environment based on more than 30 years of experience.

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