



FOR IMMEDIATE RELEASE

## eTelemetry Welcomes Vice President of North American Sales

Annapolis, MD (October 1, 2008) – eTelemetry, the leader in extracting real-time business information from network activity, today announced that Ben Lamon has joined eTelemetry as Vice President of North American Sales. In his role, Ben will lead eTelemetry's North American sales efforts with a focus on direct sales and large account management.

“Ben is ideally suited for this role as his leadership experience and sales expertise will enable us to successfully drive our growth during this exciting time for eTelemetry,” remarked eTelemetry COO, Shiblee O. Shiblee. “The addition of Ben comes as part of our strategic response to increased demand in the market for our innovative product portfolio.”

Lamon brings more than 20 years of sales and managerial experience to eTelemetry. He has been an instrumental part in the growth and success of several early-stage companies throughout his career. Lamon was recently VP of IT Services for the Mid-Atlantic Region with TAC Worldwide and enjoyed a more than 10 year career with Teksystems where he established, managed, and rapidly grew regional sales offices in various markets across the country.

“I am very excited to be part of a creative and dynamic organization and look forward to making an immediate impact on eTelemetry's continued growth and market leadership,” said Lamon.

### About eTelemetry

eTelemetry is the leader in extracting real-time business information from network activity. eTelemetry's innovative products tell you everything about the people on your network, answering the who, what, where, when, and how much. By applying its proprietary technology, eTelemetry's award-winning products provide information leading to increased productivity, risk identification, reduced costs, greater E911 compliance, improved network efficiencies, and insights into how people collaborate. Since 2004, eTelemetry has been *Turning Network Traffic into Business Intelligence*<sup>™</sup>. For more information, call +1-888-266-6513 or visit [www.etelemetry.com](http://www.etelemetry.com).

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