



Former Pipex CEO joins Xrio as Chairman

Prominent industry figure, Mike Read, joins Unified Bandwidth Management specialist Xrio to drive business growth

19th April 2010 – Mike Read, the former Chief Executive Officer of Pipex Communications Plc and Freedom4, has been appointed as Chairman of the Board at Unified Bandwidth Management (UBM) specialist Xrio.

The role further strengthens the company's position as the leader in the field, and will see Mike helping to develop new opportunities, partnerships and markets for Xrio's UBM products and services.

Commenting on his appointment, Mike Read, Chairman at Xrio said: "Xrio are a young, forward thinking and exciting company who have developed key technologies that will help to move the internet industry forward. The UBM technology they have developed will change the way that businesses connect to the Internet, in the same way that ADSL took over from ISDN.

He continued: "Although I have been approached with many business opportunities over the past few months, I have been looking to work with young and dynamic organisations who deliver true business benefits. I have found this with Xrio, and plan to use my knowledge and experience to help them advance to the next level. Together we will embrace new challenges, taking UBM to a much wider audience."

Xrio's UBM technology solutions bond different ADSL lines together, greatly increasing internet bandwidth capacity with no need to install a leased line. This offers unrivalled value for providing resilience, quality and improved delivery of online applications, as well as for commonly used services such as VOIP and video conferencing.

Danny Waite, Founder and Chief Technical Officer at Xrio said: "Mike's appointment is an exciting and important step for Xrio and its growth. He has come highly recommended for his knowledge and experience in the industry, and his appointment will not only strengthen the team but will also enable us to engage directly with senior figures throughout the industry. With his help and guidance, awareness and use of UBM will gain momentum. Soon the technology, business benefits and cost savings it brings will be an important element within the connectivity strategy for all UK businesses."

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About Xrio

Xrio Ltd, based in Leeds, pronounced "x, rio", is the global leader in ADSL Bonding and Link Aggregation products. Xrio provides solutions that make Internet, WAN and VPN access fast and reliable for everyone. By adding intelligence and flexibility into the network to optimise inbound and outbound bandwidth usage, Xrio extends the power of intelligent link usage to all levels of application delivery.

Xrio's extensible platform intelligently integrates bandwidth optimisation, protects the application and the network, and delivers connection reliability. Thousands of organisations and service providers worldwide trust Xrio to keep their businesses online and operating at peak bandwidth efficiency. The company is headquartered in Leeds, West Yorkshire with Distributors, Partners and Resellers worldwide. For more information, go to www.xrio.com.

For further information please visit www.xrio.com.