



MEDIA RELEASE

Wavelink strengthens its business position with new managing director

Sydney, July 2, 2010 – Wavelink Communications has appointed Ilan Rubin to the position of managing director, to further strengthen its position as a leading value added distributor of business IP, wireless and communication solutions.

This is a new role for the company, which follows on from Wavelink's expansion of its product portfolio over the last 18 months. With additional products in the pipeline, Rubin will provide overall direction to the company as it experiences accelerated growth in sales and accompanying expansion in headcount.

Ilan said, "Wavelink Communications has been operating for more than 11 years, and has been growing from strength to strength. This new position frees up my time to play a more strategic role, working on the business, not just in the business. We will continue to build on our reputation as a true value-added distributor of technology solutions by offering more complementary solutions to our product range.

"Our overarching business strategy is to supply quality solutions and provide high-level technical and sales support to our key vertical target markets. The new position will also enable me to reinforce our existing and potential relationships with vendors, resellers and key customers."

With more than 20 years of industry experience, Ilan was previously the director of business development, and one of the original founders of Wavelink in 1998. He is the driving force behind the success of the privately owned distributor.

As part of this restructure, Nick Touzeau, formerly strategic alliance manager, has been promoted to sales manager.

Wavelink Communications is the distributor for a range of products from Polycom, Digium and Meru Networks in Australia.

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About Wavelink

Wavelink Communications (www.wavelink.com.au) specialises in the supply, marketing and support of a range of leading edge IP, wireless and communication solutions. Wavelink distributes a range of products from Polycom, Digium and Meru Networks.

Wavelink Communications

www.wavelink.com.au

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