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ADARA Hires Steve McChesney as Vice President of Worldwide Sales

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FISHER INVESTMENTS

Technology Sales Leader Brings Proven Channel Strategy and Execution to ADARA

SAN JOSE, Calif., March 6, 2013 /PRNewswire/ -- ADARA Networks(R) , a global software company in the software defined networking space, today announced that technology veteran Steve McChesney has joined the company as vice president of worldwide sales. McChesney has more than 25 years of experience in technology sales and was recently named one of CRN's 2012 Channel Chiefs and was recognized as one of the "100 People You Don't Know But Should In 2012." In his new role at ADARA, he will be responsible for worldwide sales strategy and execution.

"Steve has proven sales leadership and will bring his breadth of experience to ADARA," said Eric Johnson, Chairman and CEO of ADARA Networks. "Steve's extensive knowledge developing effective channel strategies and managing sales operations will ensure further adoption of ADARA's solutions throughout the global market."

McChesney joins ADARA from F5 Networks, where he served as the vice president of channel sales in the Americas. During his tenure, F5's sales increased through the channel in the Americas from \$50M to more than \$500M. Prior to this, he served as the director of sales & marketing at Venture2.com and the director of business development at Photozone.com. Previously, he was the director of indirect sales at Visio Corporation leading Internet, VAR, DMR, Federal and SLED Channels, growing the business from \$50M to more than \$250M. McChesney graduated with a BA in business communications and advertising from the University of Washington.

"I look forward to leading the team responsible for driving sales and increasing awareness of ADARA's groundbreaking solutions around the world," said McChesney. "There is great potential for SDN and ADARA is leading the charge."

About ADARA Networks:

ADARA has solidified its position as an industry visionary by empowering clients to fully leverage the potential of their networks, services and systems with timeless solutions designed to connect, enhance and facilitate interactivity that brings greater productivity. Built on a foundation of superior performance and reliability, ADARA delivers the industry's most advanced platforms for Information Technology. Secure and easily implemented, ADARA solutions enable services to communicate across multiple platforms in real time, enhancing network performance and productivity for our customers and partners, ultimately driving sales and growth. For more information, please visit: <http://www.adaranetworks.com>

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Bill Tomson has details of efforts by Congress to revive a ban on horse-meat processing in the U.S. Photo: Getty Images.



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