



CradlePoint Eyes Overseas Expansion and Broader Carrier Engagement with Hire of Telecom Industry Leader

17-year Verizon Veteran and Executive Director of LTE Network Rollout, Lindsay Notwell, to Drive Expansion of Carrier and International Business at CradlePoint

BOISE, Idaho –March 7, 2012– CradlePoint, a leader in enterprise connectivity, today announced that Lindsay Notwell has joined CradlePoint as Vice President of Carrier and International Business. Notwell comes to CradlePoint with more than 30 years of operational, marketing and sales experience within the telecommunications market. He spent most of the last decade working at Verizon, where he served in a variety of roles including Executive Director of LTE Strategy, Planning and Implementation. In this position, Notwell played a crucial role as he led the planning and rollout of Verizon’s highly successful implementation of the world’s first large-scale Long Term Evolution (4G LTE) network.

Reporting directly to CradlePoint’s CEO and Chairman of the Board, George Mulhern, Notwell will be responsible for advancing CradlePoint’s growing international business and strengthening its relationships with the largest telecommunication carriers in the U.S. and around the world.

“I am looking forward to working directly with George and the rest of the management team, our customers, and key partners to further expand CradlePoint’s footprint within the industry,” said Notwell. “CradlePoint’s broad suite of 3G/4G solutions fulfills a significant need in today’s evolving wireless enterprise market. CradlePoint’s technology bridges the gap that exists for enterprises to confidently adopt and deploy cloud and mobility-based computing, which has resulted in significant traction with some of the world’s largest brand names.”

Most recently, Notwell ran his own consulting firm, nGen Strategies, LLC, where he served as founder and Chief Executive Officer. nGen Strategies is a high-level business consulting firm that focuses on helping start ups, manufacturing and OEM customers deliver meaningful next generation networks, as well as customer experience management within the telecommunications market.

Throughout his career at Verizon, Notwell served in a variety of marketing roles of increasing responsibility, including pricing, promotion, product development, wireless data, training and distribution strategy. Before his involvement with 4G LTE, Notwell was the leader and architect of Verizon’s Net Promoter Score® (NPS) customer experience program. He also served as Verizon’s key liaison with Vodafone on numerous collaborative projects. Notwell holds a bachelor’s degree in psychology and sociology, as well as an MBA from the Ohio State University.

“Lindsay is an industry veteran who brings a tremendous amount of experience, established relationships and knowledge that will provide great insight to CradlePoint as we expand our solutions, service offerings and customer base,” said Mulhern. “We are excited to have Lindsay join the CradlePoint team and be a part of its tremendous momentum and growth.”

Today’s announcement builds upon CradlePoint’s recent momentum since the beginning of the year when it announced its 4G LTE Certification by Verizon, its new suite of business continuity solutions, as well as recognition with industry awards and participation at key events, including; Consumer Electronic Show, National Retail Federation Conference and recently as a speaker at the 2012 M2M Evolution Conference.

About CradlePoint

At CradlePoint, we believe in speed, reliability, and versatility. The cloud should always be accessible and highly secure. With support for over 350 modems on more than 70 different carriers, we define excellence in connectivity. Specializing in failover, machine-to-machine (M2M), and primary connections, our solutions are purpose built for PCI compliant networks. As the first to pioneer and fully enable high-speed LTE in our solutions, we maximize the potential of the cloud for businesses worldwide. CradlePoint is a privately held company in Boise, Idaho. Learn more at CradlePoint.com.