



## **Attune Systems Expands Sales and Service Team to Support Accelerating Customer Growth**

### **Carlos Fernandez Appointed as Vice President of Sales; Gaven Fahl Appointed as Vice President of Customer Service**

Santa Clara, Calif. – September 8, 2008 – Attune Systems, Inc., a provider of enterprise-class file virtualization solutions, today announced the appointment of Carlos Fernandez as vice president of sales and Gaven Fahl as vice president of customer service. Fernandez brings more than 20 years of sales management experience selling both hardware and software storage solutions across all functions of IT. Fahl brings over 20 years of customer and business management experience at both startup and public companies. Both executives will report directly to Alan Kessler, Attune’s CEO.

“Adding the experience that both these customer-focused executives bring to the executive team will be invaluable in accelerating the traction that we have recently seen with both our customer and reseller base,” said Alan Kessler, Attune’s chief executive officer. “Carlos Fernandez has a proven track record in the storage market. Adding Gaven Fahl, to the executive team will enhance our long-term customer commitment to service and insure the continued focus on the user experience we deliver in our solutions.”

“Customers are seeing explosive growth of their unstructured data and having the opportunity to present them with the Attune solution is exciting,” said Carlos Fernandez. “Customers see the actionable results with our file assessment and reporting tool and ROI becomes easy to understand.”

“Attune has a clear philosophy about customer service that is very focused on delivering solutions that meet customer requirements,” said Gaven Fahl. “I’m thrilled to be part of this executive team and embrace this philosophy with a service team that ensures the focus is around meeting and exceeding the needs and expectations of our customer base.”

Prior to joining Attune Systems, Fernandez held key Sales roles for IT industry leaders as SUN Microsystems, Siebel and EMC. Carlos has led sales teams selling into the most complex federal agencies, Fortune 500 and mid-market accounts. Carlos is a graduate of the University of Florida with a bachelor’s degree in Business Administration and a major in Decision Information Science.

Prior to joining Attune Systems, Fahl was Global Services Manager for eBay at NetApp, a storage and data management solutions provider. Previously, she spent five years as an independent consultant working on a variety of customer services initiatives with companies such as Federal Express, Polycom and OnStor. Before her independent consulting work, Fahl was Vice President of Professional Services for noHold. She holds a bachelor’s degree in accounting from San Jose State University and an MBA in finance from Golden Gate University.

## **About Attune Systems**

Attune Systems solutions reduce file management complexity for enterprise, government, and education storage environments while slashing operating costs and increasing scalability. The company's flagship product, the Maestro File Manager, is a file virtualization appliance that helps IT administrators discover, analyze, manage, and optimize their existing, heterogeneous file storage resources without impacting end users. File virtualization is the low-risk, high-impact first step towards implementing an effective File Area Network (FAN). Attune's investors include Alloy Ventures, GF Private Equity Group, LLC, Quicksilver Ventures, Rock Creek Capital, RWI Ventures, Shea Ventures, and Shoreline Venture Management. For more information, please call 877-GO-ATTUNE (877-462-8886) or visit the company's website at [www.attunesystems.com](http://www.attunesystems.com)

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