



EXECUTIVE BIOS

James Maynard President, Wavefront

James Maynard is President of Wavefront, a commercialization centre supporting the growth of British Columbia's more than 1,000 wireless and new media developer companies. Mr. Maynard is an accomplished business development strategist, having over 20 years of exceptional performance in a variety of demanding sales and marketing roles. He has the unique ability to quickly grasp key issues and then develop pivotal strategies, processes and partnerships to transform new concepts and products into accelerated and sustainable revenue growth.

Prior to this, Mr. Maynard was the founder of VST Canada in 2002. He led its growth into Canada's largest digital narrow-casting network until VST Canada was acquired by VST International in 2004. Mr. Maynard was responsible for the key role of new business development at VST International and was a member of the leadership team that successfully concluded the joint venture with Daktronics to form Fuelcast Media Networks.

Prior to VST, Mr. Maynard established Sapient Technologies Group Inc. in 1996, a business strategy consultancy for early to mid-stage technology companies. Mr. Maynard's previous experience also included roles with Wang Labs and Sun Microsystems.

Brian Roberts Vice President of Business Development, Wavefront

With more than 16 years experience in the wireless industry Brian Roberts has a long history of accelerating and expanding the sales results of wireless carriers. Prior to joining Wavefront Brian was General Manager, Business Sales at Bell Mobility where he was a key architect behind an accelerated growth strategy in British Columbia. Prior to Bell, Brian launched and developed the sales distribution network across western Canada as Director of Sales for Fido, a new Canadian wireless carrier. Brian started his wireless career with Rogers Wireless in a variety of roles culminating in his position as Director of Enterprise Sales. In addition to his wireless experience Brian has experience as VP of Sales and Marketing for an internet payment company doing business development in North America, Asia and Europe.

Brian has a Bachelor of Science degree from the University of Victoria and has completed additional executive programs at the Richard Ivey School of Business.

Alan Swain BAsc(EE), PEng Director, Engineering Operations, Wavefront

Alan has over twenty years of experience in the wireless industry, starting his fifteen year career at Motorola where he held various senior management, sales and engineering positions, with a specific focus on the wireless data business. During his later years at Motorola, Alan was responsible for direct sales and business development of the company's wireless packet data networks throughout much of South East Asia and Greater China. After Motorola, Alan served as part of the management team of Soft Tracks Enterprises Inc., a provider of innovative wireless payment solutions, where he held the position of Vice President responsible for research, product development and IP portfolio management. IP Applications acquired Soft Tracks in 2004. Most recently and just prior to joining Wavefront, Alan was Director of Professional Services at Sierra Wireless where he led a team of Project Managers, Integration Engineers, RF Engineers and HW Engineers that provided technical assistance, professional services and accredited UE testing services globally to OEMs.



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Wavefront Contact:

Patty Lee, Marketing Manager — Wavefront
Tel: 778.331.7474, E-mail: pr@wavefrontac.com