



For Immediate Release

Contact Information:

Scott Holt
Director of Marketing
ExaDigm, Inc
marketing@exadigm.com
949.486.0320 x286

ExaDigm Appoints Director of Marketing

Scott Holt Brings More Than 10 Years of Marketing Leadership Experience to the Leading Innovator of POS Terminal Solutions

SANTA ANA, CA, October 25, 2005 – ExaDigm, Inc, the leading innovator of wireless and wired point-of-sale (POS) terminal solutions, today announced the appointment of Scott Holt as Director of Marketing. Holt brings extensive marketing experience in the manufacturing and financial services industries. At ExaDigm he will be responsible for corporate communications, product marketing, direct marketing, event marketing, advertising, and PR.

"Scott comes to us at ExaDigm with a proven track record of developing effective marketing strategies and tactics, as well as bringing discipline and focus to newly formed marketing organizations," said Mike Mulcahy, President and COO of ExaDigm. "His extensive experience in driving business growth across a range of highly competitive industries makes him well-suited to be a tremendous asset to the company's marketing efforts."

Most recently, Holt was with Tranax Technologies, a leading manufacturer of ATMs and Self-Services Terminals, where he held senior marketing and product management positions. Prior to Tranax, Holt was the Director of Marketing for Vintara, the leading provider of Web-based enterprise process management solutions and services.

Holt, a native of Australia, began his career in Sydney and has since worked in a variety of marketing and product management roles for companies in the Asia Pacific, UK and United States.

"Joining the team at ExaDigm is an exciting opportunity to be launching the marketing efforts for a company that is a true innovator in its industry," said Holt. "I look forward to working with such a highly respected and experienced team of industry veterans to build on ExaDigm's significant achievements to date."

About ExaDigm

ExaDigm is the leading innovator of IP wireless, wired and modular point-of-sale (POS) terminal solutions. Through a detailed understanding of the IP, wireless and point of sale industries, as well as through extensive relationships with financial institutions, ISOs, and transaction processors, ExaDigm provides innovative and technology based solutions that increase revenue, reduce cost, and boost productivity.

Founded in 2000, ExaDigm is headquartered in Santa Ana, California, with operations around the globe. For more information, visit www.exadigm.com.