



## **ASSIA Appoints Buddy Snow as Chief Revenue Officer**

*Brings Extensive Global Broadband Experience with Enterprise and Consumer Markets to Help Drive Growth and Profitability for the Company*

**REDWOOD CITY, Calif. — July 6, 2015 — [ASSIA, Inc.](#)**, a leading software company for the global enterprise and consumer markets that is helping to make the Internet reliably fast, today announced the appointment of Buddy Snow in the newly created position of Chief Revenue Officer. Snow brings more than 25 years of experience in executive management, marketing, and engineering to ASSIA, having worked for global technology companies including Motorola, General Instrument, and Apple. Snow is responsible for all aspects of marketing, business development and sales, driving forward the crisp articulation of ASSIA's key messages to all internal and external audiences, and translating the company value proposition into sustainable and profitable revenue growth.

“Buddy has an exceptional background as a technology executive and business leader, with a proven ability to develop innovative products, craft compelling marketing, and drive substantial revenue growth in a global organization,” said Dr. John Cioffi, ASSIA chairman and CEO. “We are excited to have Buddy join our team as we embark on the next phase of growth and profitability at ASSIA.”

Prior to joining ASSIA, Snow was president and CEO of Morega Systems Inc., a Toronto-based private company focused on secure streaming video software solutions for global pay television, in-flight entertainment, and consumer electronics industries. Mr. Snow also has held a number of senior executive roles in business management and marketing with companies such as Motorola Mobility (acquired by Google), Terayon Communications (acquired by Motorola Mobility), Harmonic Inc., DIVA Systems, and General Instrument (acquired by Motorola).

“Bandwidth consumption and complexity are increasing dramatically for home networks as subscription video streaming, Ultra HD, and the Internet of Things explode, creating a severe pain point for broadband consumers around the world,” Snow said. “ASSIA’s software solutions for making Internet access reliably fast are perfectly suited to address this growing problem, and I am thrilled to join the ASSIA team and help drive shareholder value higher.”

Mr. Snow will be based at ASSIA’s worldwide headquarters in Redwood Shores, CA.

### **About ASSIA, Inc.**

ASSIA, Inc. is a strategic and trusted solutions vendor to broadband service providers worldwide. ASSIA solutions enable providers to grow revenues, increase customer satisfaction, improve operational efficiencies, and deliver new multimedia content to the broadband-enabled home. ASSIA has more than 70 million broadband lines under contract with top-tier service providers worldwide and is backed by strategic investors, including

AT&T, Mingly China Growth Fund, SFR Development, Sandalwood Partners, Sofinnova Partners, Stanford University, Swisscom Ventures, T-Ventures, and Telefonica. For more information, visit [www.assia-inc.com](http://www.assia-inc.com).

Expresse is a registered trademark of ASSIA, Inc.

“ASSIA” is an acronym for “adaptive spectrum and signal alignment.”

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