



Tech Veteran David Raun Named ASSIA President & COO

Former PLX Technology CEO & Avago VP/GM joins Broadband SaaS Leader

REDWOOD CITY, Calif. — May 17, 2016 — ASSIA, Inc., a market-leading SaaS company helping to make the Internet reliably fast for global Internet service providers (ISP's) and consumers, today announced that David K. Raun, a 20-plus year proven executive, has been named President and COO. Raun has also joined ASSIA's board as an observer.

Under Raun's leadership as President and CEO, PLX, a public NASDAQ company, went from heavy losses and building debt to record revenues, profits, and paying off debt. PLX grew to a market leading 70% plus share in Express Switching, resulting in the acquisition by Avago Technologies (now Broadcom) in 2014. He remained with Avago as GM/VP until the integration was complete in 2015.

"ASSIA's leadership position and capabilities in broadband and Wi-Fi management solutions are impressive," said David Raun, ASSIA President and COO. "I look forward to working closely with Dr. Cioffi, the board and the talented team with focus on growing revenues and profitability."

"The ASSIA board and I are pleased to welcome David to the company," said Dr. John Cioffi, Chairman and CEO of ASSIA. "The two of us will work closely together to share leadership as we drive our growth in residential Wi-Fi optimization and management for telco and cable service providers. His strong track record in operational execution and business discipline will be a solid complement to the organization."

Raun's background includes multiple other senior executive roles in general management, business development, and marketing and sales, as well as board and board advisory roles for companies ranging from start-ups to large public corporations spanning more than 20 years.

About ASSIA, Inc.

ASSIA, Inc. is a trusted partner with the leading market share of management and optimization software solutions for global broadband and residential Wi-Fi networks. ASSIA's Express broadband system enables Internet Service Provider companies to save significant money on subscriber care, increase customer satisfaction, and launch more revenue-generating service tiers. ASSIA's Cloudcheck Wi-Fi system enables enterprise companies to provide, and consumers to enjoy, premium digital experiences over the residential Wi-Fi network. ASSIA has more than 80 million broadband households under contract worldwide. For more information, visit 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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