

For Immediate Release

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Top Avaya Executive Dave Johnson named CEO of Jenne Distributors

Avaya's Former SVP of Global Alliances and Channel Development to help Jenne expand into SMB and enterprise global markets

May 20, 2008, Avon, Ohio. Jenne Distributors, a leading value-added supplier of communication products and solutions to the global telecom industry, is pleased to announce the appointment of David P. Johnson as president and chief executive officer. Johnson joined Jenne on May 19, 2008, when Rose Jenne, current CEO, assumed the role of chairman.

Johnson, age 48, joins Jenne after leaving his post as Avaya's Senior Vice President of Global Alliances and Channel Development and a member of Avaya's Executive Council. There he was accountable for accelerating Avaya's penetration of existing channels while building relationships with new channels, such as technology partners, and multiple types of indirect channel partners, including distributors, resellers, VARs, ISVs, Service Providers and Systems Integrators. Johnson also was responsible for managing Avaya's top global alliances, including systems integrator and service provider partnerships.

"Having invested significantly to build our infrastructure, we are now poised for growth and expansion. And we had mapped out exactly what we wanted for this role, so we already knew that Dave was the right choice," said Rose Jenne, Jenne's current CEO. "He is a perfect fit with our existing management team, and his broad and deep experience, together with his high profile and strong reputation among leading industry executives, will put Jenne into an even stronger position to leverage our already-impressive record of product availability and superior service."

"As Jenne's management seeks to take the firm to the next level—from North American market leader to global powerhouse—it could not have made a better chief executive choice," said Sheila McGee-Smith, president and principal analyst of New York-based industry analyst and consulting firm McGee-Smith Analytics. "The communications market is shifting from a hardware/box mentality to a software-based services model. Dave Johnson's unique combination of skills and experience, both international and SMB, will give Jenne just what's needed at this inflection point in the market."

Jenne's customers can anticipate a continuing commitment to service first. "The number one reason I purchase from Jenne is its excellent service and courteous, accessible, knowledgeable staff," said Ken Egberger, president of Advent Communications Inc., Avaya dealer and Jenne customer. "I've worked with Dave in various roles for more than 20 years and have seen his

commitment to ethics, integrity, innovation and hard work. That's a great match with Jenne's philosophies—and one that can help the company reach a new level."

In previous roles with Avaya International, Johnson was accountable for developing and deploying Avaya's expansion strategies outside North America—including achieving significant growth in Asia—and integrating a major acquisition in Europe. His recent responsibilities encompassed developing and growing strategic technology and go-to-market alliances, with accountability for partners, such as Juniper, Extreme, Samsung, AT&T, Verizon, BT, Orange Business Services, IBM, HP, EDS and many others. In addition, living and working in Asia and Europe gave him significant experience gauging and analyzing the far-reaching effects of globalization on growth strategies.

In addition to his deep international experience, Johnson was Avaya's Group Vice President of the Small and Medium Business Solutions Division. His responsibilities included all R&D, product management, marketing, sales, service and operations for the Small and Medium Business (SMB) customer segment.

"A deep knowledge of the SMB and large enterprise markets, vast experience with indirect channels and a passion for winning make Dave a perfect choice for Jenne," said Don Peterson, former chief executive of Avaya, who has significant industry-wide experience. "Having worked closely with Dave for many years, I've been impressed with his integrity, intense customer focus, and collaborative approach in all that he does."

"Dave's record with Avaya's SMB, mid-markets and large enterprises included delivering double-digit growth and expanding market share globally," said Rose Jenne. "That's the kind of track record we know will drive future success at Jenne. We are excited to welcome him on board."

For more information about Jenne Distributors, visit www.jenne.com or call (440) 471-3112.

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About Jenne Distributors

Jenne Distributors, Inc., headquartered in Avon, Ohio, is a leading value-added supplier of enterprise communication solutions, including voice, data and video technology products especially for the SMB and mid reseller markets. Since the company's founding in 1986, Jenne has been committed to providing dealers and resellers with broad product selection, competitive pricing, fast delivery, outstanding technical support plus ongoing sales and technical training.

Jenne's strategic alliances insure its continuing ability to meet customers growing needs. More than 140 major manufacturers partner with Jenne including, Avaya, Panasonic, Aastra, Plantronics, Adtran, GN, AltiGen, ClearOne, Aethra, Sony, Lifesize, ICC and Valcom. Jenne is committed to tracking emerging technologies and offering fresh solutions, new equipment and related applications, accredited training and certification to better serve dealers and resellers in today's converging market.