

CORPORATE FACT SHEET

OVERVIEW

Digital Delivery Networks, Inc. (DDNi) is a PC ecosystem company that provides software, infrastructure and digital marketing opportunities to computer and device OEMs, distribution partners and retailers.

DDNi clients sustain superior application software and internet services and enable contextual marketing during the customers' daily device and computer use. DDNi's proprietary and patented platform allows PC companies and channel partners to create and maintain an ongoing branded relationship with its customers and the opportunity to increase revenues throughout the computing device's lifespan.

PRODUCTS AND SOLUTIONS

DDNi represents a shift in how users experience their PC and devices from the first time they power on their machine, through system upgrades, enhancements and entertainment to the eventual purchase of the next computer years down the road. The patented DDNi platform is a conduit for PC companies, distribution partners and retailers to sustain and ensure superior application software, ongoing support, internet services, as well as contextual marketing during the customers' daily desktop experience.

DDNi Fast Facts

- Founded in 2004
- DDNi platform provides software, infrastructure and digital marketing opportunities to personal computer (PC) companies, distribution partners and retailers
- Growing rapidly with four channels of revenue that are shared with DDNi customers, partners and affiliates
- Privately held
- 30+ employees

DDNi BENEFITS

End-Users: DDNi helps PC and device users take control of their desktop with a customizable, clean and personal interface that evolves as their requirements change.

OEMs: DDNi's platform manages a dialogue between PC OEMs and their customer to intelligently interact and recommend software, services, support and products that are in context to the end user's device use.

Retailers: DDNi's platform creates a sales channel for new and complementary products and services beyond the initial store purchase.

Product and Service Providers: DDNi increases partner sales opportunities by delivering its products and services in a unified customer-centric ecosystem to enhance, improve, and expand the customer's computing experience while lowering the cost of customer acquisition.

HEADQUARTERS

DDNi is based in Scotts Valley, CA, with offices in Raleigh, NC, and a partner in Suzhou, China.

EXECUTIVE TEAM

Michael Kuptz, Chief Executive Officer
Chris Marinacci, Vice President, Engineering
Geoffrey Martin, Chief Marketing Officer
René North, Chief Financial Officer and Founder
Michael O'Connor, Vice President, Business Development
Lee Peterson, President and Founder
David Sawin, Vice President, Distribution

FINANCIALS

DDNi is privately held and does not publicly report its revenues.

CUSTOMERS

There are four main groups of customers which DDNi provides service integration on the desktop to improve the end-user experience. These include PC OEMs, Retailers, Product and Service providers, and End Users. Customers and partners include Lenovo, SYLVANIA, Sony, Identity Guard, Carbonite, CrossLoop, Ask, Firefox, AOL, EarthLink, KidZui, Skype, eBay, Symantec, SkillSoft, Vonage, CyberDefender, NetZero, and Tech Data.

CONTACTS

Mark Peterson
Peterson Communications
831 626-4400 office / 831-238-1380 mobile
mark@petersoncom.com

Geoffrey Martin
Chief Marketing Officer, DDNi
831 439-9550 x812
gmartin@ddni.com