



## **Dexterra New Executive Appointments Expand Sales and Marketing Focus**

*Two Industry Veterans Firmly Position Dexterra for Continued Growth*

**Bothell, WA – April 11, 2006** – Dexterra, Inc., a leading innovator of mobile business software, has selected David Schreffler to lead the company’s sales efforts as executive vice president, worldwide sales. Schreffler is an 18-year veteran of enterprise CRM software. In addition, the company appointed Bob Apollo as vice president of marketing. Apollo has been actively involved in driving the growth of enterprise mobility for over a decade, and has held technology marketing and sales positions for more than 20 years.

“CIOs, managers and users have long anticipated the time when mobile computing would take a frontline role in enterprise applications and data. New developments in mobile technologies, devices and infrastructure are all converging now to create the conditions for mobile technology to become truly disruptive to existing computing environments,” said Rob Loughan, CEO of Dexterra. “Bob and David were both part of disruptive computing events in the past, and their experience and leadership will help to ensure that Dexterra is well positioned for success.”

As vice president of worldwide field operations for Spoke Software, Schreffler was responsible for all aspects of sales, service and support, and helped Spoke to become a leading provider of on-demand sales prospecting and lead generation software solutions. His career also includes leadership sales roles for Genesys Telecom Labs., Siebel Systems, Computer Associates, and IBM.

Apollo was executive vice president of worldwide field operations at XcelleNet, where he helped establish the company as the worldwide leader in mobile device management, leading to their acquisition by the iAnywhere division of Sybase. He also ran the worldwide enterprise sales organization for Intellisync (recently acquired by Nokia), and initiated Antenna Software’s successful expansion into Europe. His career also includes senior marketing and sales roles at Hewlett-Packard, eGain and SCO.

“Dexterra is leading in the delivery of the broadest offerings of mobile solutions in the industry,” said Schreffler. “The combination of intuitive applications, rapid development tools, an agile platform and proven customer success around the globe, are strongly positioning the company as the force to be reckoned with in the mobile technology market.”

“The era of adaptable mobility is upon us. I am confident that it will transform the operations of organizations of all sizes, across all industries, around the world. Those who adopt it will see tremendous improvements in the contribution of their frontline workers” added Bob Apollo.

“Enterprise mobility is at a tipping point. Dexterra has developed the ground-breaking technology required, and is assembling the management team to make it successful. I cannot think of a more interesting place to be in today’s market.”

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#### About Dexterra, Inc.

Dexterra offers the leading mobile platform available today, Dexterra Concert™, to enterprises across the globe in industries such as manufacturing, transportation, real estate, utilities, IT consulting, government, facilities management and consumer packaged goods. Dexterra delivers competitive advantage with applications that address unique business needs quickly, efficiently and economically, and integrates with the largest selection of wireless devices and enterprise back office systems. With offices in Seattle, Toronto, London, Dubai, and Melbourne, Dexterra also partners with technology leaders Microsoft, IBM, Motorola, EDS, CapGemini, Unisys, Itronix, Symbol, and Cingular. For more information, visit [www.dexterra.com](http://www.dexterra.com).

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