

For Immediate Release

Technology Industry Sales Veteran Joins ChannelWorks Executive Team

LOS ANGELES (September 9, 2009)—ChannelWorks, Inc., a leading channel consulting company announced today that channel marketing veteran Phyllis McCullagh has joined the firm's executive team as Vice President of Channel Sales Development. In her new position, Ms. McCullagh will work to further expand the company's channel sales development services.

Ms. McCullagh brings 25 years of channel experience to ChannelWorks, most recently serving as President and General Manager GN Netcom/Jabra. During her successful career, she has held diverse sales, marketing, and strategic development positions with top technology companies. She has developed industry-changing business models, channel strategies and sales force management concepts for companies such as Compaq Computer, Gateway Computer, Computer Associates, InFocus, and GN Netcom/Jabra.

Ms. McCullagh also spent two years with CompTIA, where her Member Value Proposition and Partner Lifecycle Management process contributed greatly to the membership association. She was recently named among the "Women To Watch" in 2009 by the *Boston Women's Business Journal*.

"Phyllis is a key addition to our company," says Alicia Celmer, CEO of ChannelWorks. "Her extensive executive management and indirect and direct sales experience will be a great asset as we expand our strategic goals for 2010 and beyond. Phyllis is uniquely qualified to assess, improve and develop channel sales organizations and produce results for clients of all sizes"

"I am delighted to join the ChannelWorks team," McCullagh says. "This is an exciting opportunity to help improve clients' business practices by closely aligning channel strategy with sales execution. Now more than ever, companies are looking to optimize their channel sales organizations in the face of economic pressures, and ChannelWorks is ideally positioned to help clients achieve their objectives."

About ChannelWorks, Inc.

Founded in 1997 and headquartered in Los Angeles, ChannelWorks, Inc. is a leading channel sales and marketing company focused on assisting technology companies identify, build, and sustain profitable sales channels. ChannelWorks' mission is to provide innovative, cost-effective channel marketing services that succeed in meeting sales and marketing objectives for short and long term channel growth. www.channelworks.com

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