

Verix Enhances Life Sciences Team with Addition of Two Senior Executives

*Expanding Commercial Operations BI solution sales force with vertical focus on
Pharmaceuticals and Medical Devices*

Los Altos, CA (June 12, 2012) – Verix (www.Verix.com), a global leader in Business Intelligence solutions for Commercial Operations, today announced the addition of Grace Perry and Bob Delamore, two tenured sales executives, as the company continues its rapid expansion in the Life Sciences market. Mr. Delamore joins as VP of Business Development and will lead all Verix’s activity in the Medical Devices and Biotech markets. Ms. Perry joins Verix as Senior Sales Director based in Boston, MA. and will lead Verix’s Life Science – Pharmaceutical sales activity.

Verix has been growing extensively in recent years, with broad developments to its solution for the Life Sciences market. The addition of xPad, Verix’s popular mobile iPad based application, greatly accelerated this growth with thousands of deployments in the field.

Grace Perry brings over a decade of experience in providing Healthcare and Life Science organizations with innovative software solutions and working on enterprise initiatives with leading Fortune 1000 organizations. “I am excited to be joining the talented Verix team and helping manage our accelerated growth at leading Pharmaceutical organizations” said Perry. “The Verix Life Science Solution offers the most strategic and innovative approach for business users I’ve seen in this market. It quickly boosts the bottom line in every organization it is deployed at”

Bob Delamore is a seasoned sales executive with extensive experience in Business Intelligence and analytical software solutions. Bob comes to Verix from Nexsan Technologies, where he led Healthcare OEM sales. Prior to that Bob was the founder of Evertrust, an enterprise software company that was acquired by Nexsan.

“Verix has proven its ability to deliver top-tier solutions to some of the largest life sciences organizations in the world. My job will be to ensure the company continues to scale and achieve results that surpass the expectations of our customers” said Delamore “I’m thrilled to be part of Verix’s dynamic team, bringing to market such a powerful solution”.

“We are delighted to have Bob and Grace join Verix at these exciting times of proliferation.” commented Doron Aspitz, Verix CEO “Both bring the experience, enthusiasm, and action-oriented mindset that fits perfectly with the Verix culture. I look forward to working with them as we tap the many opportunities in the marketplace on behalf of our customers.”

About Verix

Verix offers innovative SaaS Business Intelligence solutions to streamline commercial operations. Combining external and internal data sources and utilizing the patented HotSpots™ technology, Verix provides a holistic image of the market and the business, and detects threats and opportunities before they become a costly problem. By easily integrating with solutions such as SalesForce, Cognos, and SAP, Verix goes beyond traditional Business Intelligence, leveraging data to answer business questions. For more information visit www.verix.com

Marketing contact

gili.keshet@verix.com