

Industry Icons Dan Steele & Toni Valdez Join XetaWave

XetaWave Continues Expansion of Sales Organization

LOUISVILLE, CO, March 12, 2015 / -- XetaWave, a Colorado-based leader in wireless technology, today announced it received a \$2 Million investment and is continuing the expansion of its sales organization with the addition of industry icons Dan Steele and Toni Valdez. Steele is Global Market Leader, Utilities and Transportation; Valdez is Manager, Inside Sales & Customer Service.

Steele has more than 30 years of experience selling products for SCADA networks relating to traffic, irrigation, water and wastewater, oil and gas, electric utilities, railroad, robotic, government and other M2M wireless markets. Some of Steele's previous experience includes working as a branch manager for Water Works Equipment, as a regional sales manager for Rockwell Automation; water & waste water system integrator and SCADA manager for WETCO; as a regional area sales manager for Microwave Data Systems (now GE MDS); as senior vice president of sales for Bluewave Antenna Systems, and most recently as the Director, OEM/Utility/Energy Markets for FreeWave Technologies.

Valdez has over 18 years of progressive experience in customer support and inside sales. Based on her initiative and outstanding performance her role and responsibilities continued to expand and she was promoted several times. She culminated her 18 year career with FreeWave Technologies as manager, inside sales where she managed a team of inside sales representatives in addition to managing her own territory. She consistently met her sales quota and was responsible for developing all policies and procedures to enable the success of her team. Valdez has a BA in English, University of California, Berkeley.

Craig Held, XetaWave executive vice president, commented, "We have developed the industry's most innovative technology, released nine new products in 2014, and are now expanding the team we need to most effectively go to market. With their vast experience and past performance, we are certain that both Dan and Toni will be very instrumental in accelerating our growth and establishing XetaWave as the market leader."

About XetaWave

Founded in 2010, XetaWave is a leading provider of the industry's most advanced, high performing, cost effective platform of software defined radios across multiple bands to meet the worldwide application needs of industries such as oil and gas, water and wastewater, electric power, and the military. The current platform of XetaWave radios includes Xeta9 (902-960 MHz) dual band ISM/MAS, Xeta9-XX Double X (902-960 MHz) offering speeds up to 8.8 Mbps, Xeta1 (150-232 MHz), Xeta2 (216-232 MHz), Xeta3 (VHF/UHF 225-380 MHz), Xeta4 (406-512 MHz) – full duplex, Xeta14 (1.4 GHz), Xeta24 (2.4 GHz), Ethernet and Serial IO. All XetaWave radios are 100% designed, manufactured, and tested in-house at its headquarters in Louisville, Colorado. For more information, visit www.xetawave.com or call 303-447-2745.