



XetaWave Continues Expansion & Hires Craig Held as its Executive Vice President

BOULDER, August 19, 2013 / -- XetaWave, a Boulder-based wireless technology provider, announced today that Craig Held has joined the company as its Executive Vice President. In this position, Held will be responsible for managing the operations, finance, sales, marketing, and customer service for XetaWave.

Held has extensive management experience in a diverse range of businesses and industries. His most recent position was General Manager, International for FreeWave Technologies, a local wireless technology company he was associated with for over ten years. While at FreeWave, Held performed various duties as a recruiter, vice president of marketing, product manager, senior staff member, and business advisor. He was also part of the team that secured a substantial private equity investment. Prior to FreeWave, Held had over 30 years of experience with various companies including Procter and Gamble, PepsiCo, Taco Bell; and industries including agriculture, cigars, organic beef. He was also a member of the senior management team of several restaurants and owner of Rumbi Island Grill.

Jonathan Sawyer, XetaWave co-founder and CEO/CTO, commented, “Craig is widely respected for his innovation, management acumen, and ability to rapidly accelerate business results. This combined with his vast experience and expertise with both consumer and high tech emergent and established Fortune 500 companies makes him the ideal candidate to direct XetaWave. We are extremely excited to have Craig join our team.”

Held commented, “XetaWave has developed superior “game changing” technology that has already resulted in sales and future commitments that most emerging companies only dream about. I look forward to developing and executing the strategies needed to ensure XetaWave’s leadership and outstanding customer service within the wireless industry.”

About XetaWave

Founded in 2010, XetaWave develops innovative wireless technologies for customized industrial and military applications. Co-founded and led by Jonathan Sawyer and Robert Campbell, XetaWave is comprised of renowned experts in the

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wireless and disk drive technology industries. The synergy of such expertise has resulted in the development of an innovative, highly reliable, cost effective technology platform. XetaWave is based in Boulder, Colorado. For more information, visit www.xetawave.com.

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