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SirsiDynix Announces Return of North America Sales Vice President, Brad Whittle

PROVO, UT, January 26, 2009 – SirsiDynix, the world leader in library automation technology, is pleased to announce the appointment of Brad Whittle as the new North America Sales and Marketing Vice President at SirsiDynix.

Whittle has nearly 20 years in the library market, with many years of experience gained at SirsiDynix in technical, sales and account executive roles, including North America Vice President of Sales. Whittle is leaving his post as Vice President of Sales and Product Management at Alpha Bay, where his experience with enterprise software and eCommerce solutions has been essential in shaping corporate strategies and product direction for Alpha Bay customers. He has also held various director and vice president positions in growth-oriented companies throughout his career, always with an eye to the customer and filling customer needs.

Whittle commented, “I am very excited to return to SirsiDynix and continue the work that I care so much about. Libraries are my love, and I appreciate this opportunity to contribute to their further success. On a personal note, I’m also looking forward to renewing friendships and relationships with those I was privileged to know in the past.”

SirsiDynix CSMO, Keith Sturges, said, “Brad is known for his enthusiasm and care for libraries, and we are happy to welcome him back to the SirsiDynix family. He will be a great advocate for the success of libraries and we expect positive results from his appointment as North America Sales and Marketing Vice President.”

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About SirsiDynix

SirsiDynix helps libraries succeed. As the market leader in strategic technology solutions for libraries, SirsiDynix offers a suite of superior library management and user experience solutions which help libraries improve internal productivity and better meet the needs of people and communities, making libraries more relevant than ever. SirsiDynix serves more than 20,000 library outlets and 300 million people through its 4,000+ library and consortia partners in the Americas, Europe, Africa, the Middle East and Asia-Pacific. For more information, please visit www.sirsidynix.com.

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