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SirsiDynix Hires Colin Breen as Director of APAC Accounts and Alliances *Breen brings extensive industry experience to the SirsiDynix APAC team*

LEHI, UTAH (February 4, 2014) – SirsiDynix announced today that Colin Breen has been hired as its Director of APAC Accounts and Alliances. In this new role, Breen will provide high level support to SirsiDynix’s APAC Sales, Operations, and Customer Support teams, as well as work closely with SirsiDynix’s Library Relations Managers. He will also provide regional and strategic advice to the senior management of the company regarding product direction and localization for the APAC market.

Breen holds master’s degrees in applied computing and education and has extensive experience working in the library and information industry. A former SirsiDynix employee, Breen is rejoining the company after spending the last four years as the General Manager of Bibliotheca Australia, a library RFID solution provider. Prior to his time at Bibliotheca, Breen held several positions with SirsiDynix over a fifteen year period. During this time, he built up extensive knowledge of the company’s products and worked closely with SirsiDynix customers to design and implement solutions tailored to their environments.

Upon his appointment, Breen said, “I am really looking forward to my return to SirsiDynix and the opportunity to reestablish connections with existing customers and build relationships with new customers as they join the SirsiDynix family. I am very excited about the new BLUEcloud platform and products and am happy to be working for a company at the top of its class.”

Rick Branham, SirsiDynix Vice President of Global Accounts and Alliances, said, “We are very happy to have Colin rejoining the APAC team. He brings with him a wealth of experience and knowledge and is well known and respected within the library sector in the Asia Pacific region. We believe his contribution will enhance the high level of customer service and support we provide to our existing customers and the continued growth of the business in this region.”

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About SirsiDynix

SirsiDynix connects people with knowledge at more than 23,000 libraries around the world. Through library management technology and search and discovery tools, libraries using SirsiDynix technology bring relevant resources and the power of knowledge to their users and communities. SirsiDynix technology is architected to be open, scalable and robust, offering a complete solution out-of-the-box, and unparalleled flexibility through APIs and web services. Complemented by the most experienced training, consulting and support staff in the industry, SirsiDynix helps libraries create tomorrow’s libraries, today. www.sirsidynix.com