

**FOR IMMEDIATE RELEASE**

## **M2MV TAPS WIRELESS INDUSTRY VETERAN LEIGH ANN RYALS AS EXECUTIVE VICE PRESIDENT, RESEARCH & ANALYSIS**

**Raleigh, NC -- January 27, 2009** -- M2MV Founder & CEO Roger Dewey today announced the latest addition to his management team, high-tech wireless industry veteran Leigh Ann Ryals who will serve as Executive Vice President of Research and Analysis for its Core Practice Areas.

Ryals brings unparalleled experience in strategic analysis and planning, and in managing a broad spectrum of research and evaluation projects in M2MV's issues-rich, multi-stakeholder environment. Ryals' research and analysis skills are critical for the highly developed analytical, research, evaluation and problem solving demands brought on by client projects, including interpreting and analyzing data, and financial and market analysis.

"Leigh Ann understands the dynamics of this industry very intricately and her joining M2MV is both providential and timely as her areas of expertise are solidly centered in our company's practice," says Roger Dewey, Founder and CEO of M2MV. "This marks the third time I've asked Leigh Ann to join me in a new M2M venture, and frankly I owe a great deal of gratitude to her for each success I have had along the way. I couldn't be more thrilled than to be working together again."

Ryals brings a rich technical, communication, and project management experience. Most recently, as Global Director of Strategic Marketing for Telit Wireless Solutions (AIM: TCM) Ryals was charged with identifying, evaluating, and driving business planning activities and strategic alliances relative to the global portfolio and roadmap for growth and expansion. While at Telit she served as an editor and featured contributor to the company's corporate magazine Telit2Market, which was recognized for its outstanding quality, creativity and success by being named a 2007 finalist for the prestigious Sabre Award.

Prior to joining Telit, Ryals served as senior-level business and product planner for Sony Ericsson's M2M Com business unit where she developed strategy and tactical plans for the company's telemetry portfolio. Earlier, Ryals was Director of Marketing for TapRoot Systems, Inc., where she increased brand awareness and launched integrated marketing programs during the company's growth and expansion phase of development. Prior to her tenure at TapRoot, Ryals was an integral part of the Ascom Wireless Solutions' startup team for expanding into the Americas market following the company's acquisition of an enterprise wireless portfolio from Ericsson. While at Ascom, she led the marketing effort from the ground up by developing and executing comprehensive marketing plans and assembling the budget and team required to achieve company goals and objectives, thus contributing to maximizing profitability and growth.

Ryals holds a B.S. degree in Marketing from Meredith College and an MBA in Management from Campbell University's Lundy-Fetterman School of Business.

### **About M2MV**

M2MV is one of North America's fastest growing consulting firms, helping clients develop, launch and deploy new applications in the rapidly growing machine-to-machine (M2M) industry. M2MV consulting services connect the various links across the M2M value chain facilitating an accelerated time-to-market for M2M products and services. M2MV specializes in the strategic and business dimensions of M2M deployments and is an active partner with numerous technology companies. M2MV is bringing large-scale successes to diverse industries with its unparalleled vision and knowledge of M2M solutions and core values.

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