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PARAGON'S DANIEL EICKHOFF RECOGNIZED BY UBM CHANNEL'S CRN AS 2012 CHANNEL CHIEF

*Honored for His Commitment to the Channel, Building a Program with Unrivaled Partner Support,
and Driving Explosive Growth to Paragon's Partner Community*

Irvine, CA — February 22, 2011 — Backup and disaster recovery software developer [Paragon Software Group \(PSG\)](#) today announced that UBM Channel's *CRN* named Paragon's Daniel Eickhoff, director of channel sales at Paragon, as a 2012 Channel Chief. *CRN's* list of the most influential and powerful leaders in the IT channel recognizes those executives directly responsible for driving channel sales and growth within their organization, while promoting and defending the importance of the channel throughout the entire technology industry.

Channel Chiefs were chosen by UBM Channel editorial staff on criteria including policy and program innovations made during the past year, the amount of revenue their company generates through partners, their willingness to speak out publicly on behalf of the channel, and the number of years they have dedicated to channel activities.

"The 2012 Channel Chiefs list recognizes vendor executives dedicated to driving channel programs in the IT marketplace," said Kelley Damore, VP, Editorial Director, UBM Channel. "Being named a Channel Chief is one of the most prestigious honors in the technology industry. This year's Channel Chiefs list offers tremendous insight into the who's who of the channel. Top channel executives consistently ensure that the channel's voice is heard when strategic decisions are being made and continually nurture mutually profitable relationships. We applaud the 2012 Channel Chiefs for their successful partner programs and strategies."

Eickhoff focuses on evangelizing the company's products by recruiting and training VAR partners, implementing best practices for channel success, and enabling partners to be successful with Paragon to grow their business. With over 10 years of channel experience and the ability to translate his partners' needs and the customers' requirements into a successful channel program, Eickhoff continues to build a strong reseller community.

"Receiving this award is a great honor, but much of the credit goes to everyone here at Paragon Software as well as our outstanding partners," said Eickhoff. "Paragon has always embraced the indirect

sales model, and over the past three years we restructured our sales, marketing and support organizations entirely around the channel. By the end of last year, we achieved our goal of over 95 percent of our business going through the channel."

Paragon had another record year in 2011 thanks to signing 104 new VARs, the introduction of many new products, significant investments in strategic demand and lead generation to fuel the channel, and hiring several first-class channel managers to service our growing partner-base. "As a result, our existing partners were able to increase their Paragon revenue by an average of 25 percent, with many of our top partners growing by more than 50 percent," said Eickhoff.

Selected by *CRN's* editorial staff, the 2012 Channel Chiefs list is featured in the February issue of *CRN Magazine* and will be featured online at www.crn.com.

About UBM Channel: (www.ubmchannel.com)

UBM Channel is the premier provider of IT channel-focused events, media, research, consulting, and sales and marketing services. With over 30 years of experience and engagement, UBM Channel has the unmatched channel expertise to execute integrated solutions for technology executives managing partner recruitment, enablement and go-to-market strategy in order to accelerate technology sales. UBM Channel is a [UBM](http://www.ubm.com) company. To learn more about UBM Channel, visit us at www.ubmchannel.com.

UBM plc (www.ubm.com)

UBM plc is a leading global business media company. We inform markets and bring the world's buyers and sellers together at events, online, in print and provide them with the information they need to do business successfully. We focus on serving professional commercial communities, from doctors to game developers, from journalists to jewelry traders, from farmers to pharmacists around the world. Our 6,000 staff in more than 30 countries is organized into specialist teams that serve these communities, helping them to do business and their markets to work effectively and efficiently. For more information, go to www.ubm.com.

About Paragon Software Group

Paragon Software Group is an innovative software developer focused on two dynamic growth markets— data storage and mobile productivity. The company's comprehensive product line for the data storage market addresses the needs of data security, storage and management for PCs, servers and networks. A second portfolio of products focuses on mobile productivity applications for handheld devices. Founded in 1994, Paragon Software has offices in the USA, Germany, Japan, Poland and Russia delivering its solutions to consumers, small business and enterprise clients worldwide through a network of Value Added Resellers, distributors and OEMs as well as online through the company website. Paragon Software provides technology to a host of world class companies and partners including Cisco, Dell, HP, WD, ASUS, Seagate, LG, Logitech, Buffalo, Iomega, Siemens, Lenovo, Microsoft, Motorola, Nokia, and more. For more information please visit the company website at www.paragon-software.com.

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