

For Immediate Release

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Digital Sandbox Names John Ticer Vice President of Marketing

Experienced Technology Executive Will Drive Market Expansion

April 8, McLean, Virginia – Digital Sandbox, Inc., a leading provider of advanced risk-management software and analysis services, announced today that veteran tech-industry professional John Ticer has joined the company as Vice President of Marketing. Digital Sandbox President and Co-Founder Anthony Beverina noted that Ticer’s 26 years of technology marketing, product development, and corporate development experience give him ideal industry-relevant insight.

“We are very pleased to be bringing John on board,” explained Beverina. “His background is steeped in software development, and he has a tremendous executive performance record. It’s great to add marketing leadership with someone who is not only an expert communicator, but who also truly understands the technological innovation driving Digital Sandbox solutions.”

Prior to his new role at Digital Sandbox, Ticer was Vice President of Product Marketing for NeuStar, Inc. in Sterling, Virginia. While there, he led new product development, and helped guide the company from \$80M to over \$400M in revenue in five years. Before NeuStar, Ticer was CEO of software companies BioNetrix (acquired by CitiGroup) and STAC (now part of Symantec). He is also a former Director of Strategy and Investments in IBM’s Tivoli software unit. Ticer, who holds an MBA from Dartmouth’s Tuck School, as well as Master’s and Bachelor’s degrees in Systems Engineering from the University of Virginia, is enthusiastic about his new role with Digital Sandbox.

“I’m definitely excited about joining the Digital Sandbox team,” he said. “The company just celebrated its first ten years, which were marked by ongoing innovation and excellent growth. Our leadership is dedicated to making the next ten even more successful, and I’m committed to

ensuring that marketing will make key contributions that will help maximize company performance and value.”

Since 1998, Digital Sandbox has been at the forefront of developing analytic tools, information products, and systems for analyzing and managing risk from all hazards. Government and private sector organizations at all levels rely on the Digital Sandbox Risk Analysis Center to continuously optimize policy, budgetary, and operational decisions, allowing them to lower exposure, prioritize budgets, and maximize resource effectiveness. Visit Digital Sandbox on the Web at www.dsbox.com.

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