

SECOND RULE LLC



For further information:  
Contact: Joy Bouldin  
Phone: (215) 243-7032  
jbouldin@ip3.com

FOR IMMEDIATE RELEASE

### **Second Rule LLC Appoints Three New Vice-Presidents**

*Second Rule LLC announces the promotion of three key employees to the title of Vice-President as part of its ongoing strategic growth initiative as the manufacturer of one of the industry's most popular Visitor Based Network Gateways, the IP3<sup>TM</sup> NetAccess.*

**PHILADELPHIA, PA, July 24, 2007** – Second Rule LLC today announces the promotion of three employees to Vice-President in a strengthening of its management team, and in doing so underlines Second Rules' position as a leader in the development of human capital. "I am delighted to announce these promotions" said Andrew Marshall, Second Rule LLC's President and CEO. "as recognition of the key contribution of these three individuals as founder members of the Second Rule team and clear leaders in their areas of responsibility."

The promotions announced today denote advancement for Chris Bradley to Vice-President of Engineering, Dennis Meade to Vice-President of Operations, and Ricky Mehta to Vice-President of Technical Support.

"Chris, Dennis and Ricky have achieved astounding results in the time since Second Rule's inception at the end of August 2006, and they thoroughly deserve this recognition." continued Marshall. "As Second Rule continues to move from strength to strength, it is largely due to the hard work, skill and dedication of all our employees. We have a corporate policy of preferring to promote from within, and we place a major emphasis on Human Resources development and the strategic importance of our workforce."

### **About Chris Bradley**

Chris Bradley has over twelve years of experience in the networking and telecommunications industries, and a passion for technology. He has spent the past six years working as the Product Architect on the IP3™ NetAccess platform as an integral member of the engineering team and is one of the original architects of product.

### **About Dennis Meade**

Dennis Meade brings more than 15 years of experience in the high tech field and joined the IP3™ team during the previous company's start-up phase in 2003, and has been instrumental in building the company's reputation as one of the industry leading gateway manufacturers. During his tenure he has held various positions in the sales and support departments, most recently serving as Director of Sales Operations, and worked with the team that developed and implemented the acclaimed partner program which includes a secure partner portal and online training.

### **About Ricky Mehta**

Ricky Mehta brings more than 7 years of industry experience in providing customer driven technical support services and has spent the last 4 years as an integral member of the IP3™/Second Rule LLC team as a Support Engineer, QA Engineer, Sales Engineer, Technical Writer and Product Manager. Most recently Ricky has managed the growth of the IP3™ Technical Assistance center during high growth to support more than 5,000 deployments across North America and on 5 continents world wide and growing, and was key to developing the company's best in class reputation for service and support.

### **About IP3 Networks – a Trademark of Second Rule LLC**

Second Rule LLC, through it's IP3 Networks Division is a leading provider of access control management products for broadband wireless and wired networks. IP3 Develops IP network solutions for use in networks that need to manage visitors (Visitor Based Networks, or VBN's)

IP3's NetAccess family of access control and billing gateways provides highly customizable provisioning, authentication, and network security services that enable hospitality properties, public venues, service providers, and enterprises to manage and control both public and private broadband services. With offices in Philadelphia, PA, and San Diego, CA Second Rule LLC is a privately held and financed corporation with many thousands of gateways installed with customers on five continents. For more information, visit <http://www.ip3.com>. To find out more about the benefits of IP3 NetAccess, contact the company at [sales@ip3.com](mailto:sales@ip3.com) or by calling 800-388-5262 toll-free inside the USA, or +1-858-876-0146 internationally.

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