

## David Finkelstein is named VP-Sales for North America

*Based in Washington, DC, where UDcast's US office has been recently established, he will be in charge of developing UDcast's presence in the Americas*



*Sophia-Antipolis, July 18, 2002*

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**UDcast announces that David Finkelstein has been named to the position of VP-Sales for North America.** He will be in charge of all activities of UDcast in the US and Canada.

At the same time **UDcast is opening its first American office, in Washington, DC,** to be managed by Mr. Finkelstein.

David Finkelstein stated, « *I am extremely optimistic about the opportunities for UDcast in the United States. America has the advantage of being both the largest market for satellite services, as well as the most advanced in the development of the Internet. UDcast's innovative technology allows the synergistic development of both these markets.* »

From 1998 to 2002, Mr. Finkelstein was Senior Vice President – Marketing and Business Development with SkyBridge, an Alcatel-sponsored project to provide high-speed Internet services via a constellation of 80 low-earth orbit satellites.

Prior to Alcatel, David Finkelstein spent 6 years with the international division of BT (British Telecom) as Business Development Director, as well as in various sales and marketing management positions. He was responsible for establishing several international joint ventures as the European telecommunications environment opened up to competitive carriers.

Before joining BT, David Finkelstein had a series of executive sales and marketing positions with several major American and European computer companies. He started out his career as a management consultant with Touche Ross & Co. in New York.

Mr. Finkelstein holds a BS degree in Economics and Computer Sciences from UCLA, and an MBA from Stanford University.

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### About UDcast

UDcast provides best-of-breed software solutions which enable native IP protocols to run over broadcast satellite links and other one-way communication paths. UDcast offers an open, robust implementation of the UDLR protocol, standardized by the IETF as RFC3077, as well as a software suite designed to optimize the deployment of large numbers of remote sites. The software suite is a family of scalable solutions for multicast routing protocols, reliable data transfer, enhanced security, and remote site administration. The UDcast platform enables satellite services to be seamlessly integrated into terrestrial Internet-based networks, including corporate Intranets and VPNs. [www.udcast.com](http://www.udcast.com)