



For Immediate Release

RTO Software Announces New Appointment to Senior Management Team

Mike Van Frayen named Vice President of Sales

ATLANTA, GA (March 12, 2010) — RTO Software, a software pioneer in performance management tools that automatically, continuously and autonomously improve the capacity and scalability of Windows-based applications, servers and desktops, announced today the promotion of Mike Van Frayen to Vice President of Sales.

“Mike has demonstrated outstanding performance in developing relationships with customers, partnering with resellers, and managing sales. He understands the technology niche as well as the customer’s needs,” said Kevin Goodman, founder of RTO Software.

Mike Van Frayen

Most recently Mike Van Frayen has served as a Territory Sales Manager for RTO Software responsible for domestic and international product sales. Over the course of his 25 year career, Mike has held roles as Sales Manager, Marketing Manager, Product Manager and Director of Technical Support. For the past 9 years at RTO, he has been responsible for end-user sales as well as cultivation of reseller partner relationships. His past experience includes management roles at International Business Machines, XcelleNet and Digital Communications Associates.

About RTO Software

RTO Software, Inc. is an established provider of application-focused performance management tools. As an innovative leader in this critical area, RTO provides software solutions to enterprises and software firms that want to improve the performance and capacity of applications operating in a Windows environment. RTO’s solutions are used on thousands of servers around the world in a variety of industries, including financial management, manufacturing, healthcare, telecommunications, and government. RTO Software is based in Alpharetta, Georgia. For more information visit

<http://www.rtosoft.com>

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