

Apptix Announces Management Changes

Herndon, VA and Oslo, Norway – August 7, 2014 – Apptix® (OSE: APP), the premier provider of hosted business communication, collaboration, and IT solutions, today announced that David Ehrhardt has stepped down as President & Chief Executive Officer. Mr. Ehrhardt has served as Apptix's CEO since December of 2007, leading the Company's efforts to expand its user base, improve service excellence, and achieve positive cash flow and net income profitability.

"We are very appreciative of Dave's efforts and leadership over the past seven years," said Johan Lindquist, Apptix's Chairman of the Board. "He guided us through a very challenging period of time and has positioned the Company very well as we enter the growth phase of our corporate development."

Mr. Lindquist will serve as the interim CEO as the Company seeks Mr. Ehrhardt's replacement. His primary responsibility will be working with the management team as chief strategist for Apptix.

Christopher E. Mack, Apptix's Chief Financial Officer, has been appointed President & Chief Operating Officer and will be responsible for day-to-day corporate operations. Mr. Mack has been with Apptix since 2008 and was instrumental in the financial and operational turnaround of the business. Under Mr. Mack's financial leadership, the Company has built an efficient and scalable business model to support Apptix's future growth plans.

The Company's growth plans entail leveraging and expanding its capabilities and experience delivering public, private, and hybrid cloud services to its existing base of half a million users under contract. The growth potential in the market lies amongst a combination of these three cloud service offerings. A proven public cloud leader, Apptix is also one of the few service providers with the knowledge and expertise to be able to deliver a private and/or hybrid cloud offering in a secure and customizable environment. The Company will continue to leverage its channel distribution model, but will augment this with a direct sales presence primarily focused on private/hybrid service offerings.

"We are pleased with the user growth delivered over the past few years through our Channel First distribution model," said Mr. Lindquist. "However, we now need to experience a corresponding growth in top-line revenue. Fortunately, we have a strong business and solid foundation to build upon. Moving forward, we see significant market opportunities within all three cloud environments – public, private, and hybrid. Working closely with our customers and prospects, Apptix will provide and manage the offerings, services, and customized solutions in the cloud environment that best meet their needs to drive the revenue growth we are seeking."

About Apptix

Apptix (OSE: APP) is the premier provider of hosted business communication, collaboration, and IT solutions to business of all sizes – from SOHO to Fortune 500 – and blue chip channel partners. Apptix is a Cloud services pioneer with over 520,000 users under contract around the world. Apptix's comprehensive portfolio of Cloud solutions includes Microsoft Exchange email, VoIP, Microsoft SharePoint, Microsoft Lync, Servers on Demand, and Enterprise Backup. Services are delivered over a highly reliable network leveraging best-in-class technology, housed in SSAE 16-compliant datacenters, and backed by U.S.-based 24/7 support. For more information, visit www.apptix.com.

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