

# Acesso Strengthens Management Team to Support Growth

## ***Software licensing and management pioneer names new leadership for Finance and Marketing, promotes veteran to key leadership position in EMEA***

Schaumburg, Ill. and Santa Clara, Calif.—October 22, 2008—[Acesso Software](#), a privately-held company of [Thoma Bravo](#), today announced three key appointments to the company's senior management team, naming Joseph Freda as Chief Financial Officer, Roger Bottum as Senior Vice President of Marketing, and Vincent Smyth as General Manager, EMEA.

- [Freda](#) joins Acesso from the APG division of Sallie Mae where he was Controller. Prior to that, he served as Controller for InstallShield Corporation, which was acquired by Macrovision in 2004, and whose products are now part of the Acesso brand. Freda's deep domain experience in the software industry, particularly in the areas of revenue recognition and structuring complex software/services transactions, are an ideal fit for the company. He began his career with Price Waterhouse LLP (now PricewaterhouseCoopers) managing client engagements in the media and software industries for both publicly-traded and privately-held companies.
- [Bottum](#) joins Acesso from Axentis, an on-demand enterprise governance, risk and compliance (GRC) solutions provider, where as SVP of Marketing, he was successful in defining the company's leadership position in GRC and in bringing market acceptance to enterprise-level SaaS applications. Bottum was an associate partner at Accenture and has held top marketing and product management roles at Reed Elsevier and System Software Associates, Inc. Bottum also serves as a board member of GT Schmidt.
- [Smyth](#) is promoted to General Manager from Regional Vice President of Sales for Acesso's EMEA business. Smyth has been with Acesso/Macrovision for more than 10 years and has consistently delivered on revenue targets and improving customer satisfaction across strategic accounts, system integrators, channel partners, and SME markets. Prior to joining Macrovision, Smyth held sales management responsibilities for Business Objects, PTC and Computer Associates. Smyth is based in the company's UK headquarters.

"Each of these executives brings incredibly deep software and technology domain expertise as well as a strong track record of business success to Acesso," said Mark Bishof, President and Chief Executive Officer for Acesso. "Joe, Roger and Vincent have first-hand experience in meeting software/hardware producers, enterprise IT and developer needs. These key appointments support our market commitment and aggressive growth strategy."

Acesso Software provides solutions that help simplify the business relationship between software producers and enterprises. Acesso's product line includes the FLEXnet® and InstallShield® family of products that were previously offered by Macrovision Corporation prior to Thoma Bravo's April 1, 2008 acquisition of Macrovision's Software Business Unit that resulted in the formation of standalone company, Acesso Software.

### **About Acesso Software**

Acesso Software provides solutions that power the business of software for multiple customer segments, including hardware and software producers, engineers and developers, helping them uncover revenue opportunities, streamline their infrastructure and reduce costs. The company's proven solutions, including the FLEXnet and InstallShield product lines, have been simplifying the business relationship between software and hardware producers and their enterprise and

government customers for more than 20 years. Acrezzo maximizes the value of the software the world develops and uses. For more information, please go to: [www.acresso.com](http://www.acresso.com).

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