



SLI Systems Names Chris Brennan as Its New Chief Executive Officer

Founding CEO Dr Shaun Ryan moves to new role as Chief Innovation Officer.

Christchurch, New Zealand – 30 September, 2015 – SLI Systems (SLI.NZ) today announces the appointment of Chris Brennan as the company’s new Chief Executive Officer and the transition of founding Chief Executive Officer Dr Shaun Ryan to a new role of Chief Innovation Officer.

Mr Brennan will commence working in our San Jose office on 9 October and will also join the SLI Systems Board as an Executive Director effective from early November. Dr Ryan remains an Executive Director of the company.

Mr Brennan brings to this position more than thirty years’ experience in technology management, senior leadership, and entrepreneurial roles. His diverse leadership background covers a broad variety of technology segments and runs from pre-IPO startups to multinational corporations with revenue in excess of one billion dollars. Mr Brennan is a former founder, CEO, and Chairman of SaaS security vendor NetAuthority; CEO of cloud services provider Contactual; and president and CEO of enterprise software vendor LogLogic. Mr Brennan presently sits on the board of MarketLive, an e-commerce merchandising solutions provider.

Over the course of his career Mr Brennan has successfully raised more than \$100 million in venture capital and created nearly \$2 billion in shareholder value. As the chief executive or a member of the executive staff Brennan has taken six companies through successful exits.

“Shaun and the rest of the SLI board have been exploring ways to accelerate the company’s growth beyond its current trajectory,” said Greg Cross, SLI Systems Chairman. “We have concluded that the best strategy is to recruit a US based CEO with a consistent track record in growing early-stage companies, someone who will take that proven know-how and apply it to the opportunities at SLI. Meanwhile, Shaun will focus on the company’s product innovation to help maintain our overall market leading position.”

“Chris brings the ideal combination of abilities to this role,” Mr Cross went on to say. “He is widely respected in Silicon Valley and understands effective business practices for technology services companies like ours. At the same time he has a strong history of integrating well with existing founders and management teams to best use their talents for the company’s benefit.”

Mr Cross said: “On behalf of shareholders, the Board acknowledges Shaun’s significant achievements in founding and leading SLI Systems to its current market-leading position. We also thank him for his unwavering commitment to the company and his determination to continue to work for its success.”

Chief Executive-designate Mr Brennan said: “Thanks to its technological leadership and commitment to customer success, SLI Systems enjoys a world of opportunities in the US and further afield. I welcome this opportunity to work with Shaun and the rest of the team to achieve the company’s full potential.”

Dr Ryan said: “Innovation has the potential to significantly accelerate SLI’s growth. I’m really looking forward to this opportunity to build on our strong track record by focusing my attention on product direction. I am very excited to be working with Chris to take advantage of the wealth of experience he brings to the organization.”

About SLI Systems

SLI Systems (SLI.NZ) enables the world’s leading e-commerce retailers to accelerate sales by connecting shoppers with the products they’re most likely to buy. With offerings that include site search, navigation, merchandising, mobile, product recommendations and user-generated SEO, SLI is the most chosen cloud-based site search provider to U.S. *Internet Retailer* Top 1,000 retailers. The company’s patented technology continuously learns from the actions of visitors to deliver the most relevant results possible. Whether via PC, tablet or phone, a site powered by SLI delivers the kind of satisfying search experience that increases conversion rates, secures brand loyalty and results in higher order values. SLI operates on five continents. For more information, visit www.sli-systems.com.

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