



RipCode Adds Mark Floyd to its Board of Directors

RipCode, January 17, 2007

URL: <http://www.pr9.net/comp/science/5007january.html>

Industry Veteran Joins Internet Video Equipment Manufacturer

PR9.NET January 17, 2007 - DALLAS, Texas – RipCode Inc. today announced that it has added Mark Floyd as a new independent member of its Board of Directors, expanding the Board to a total of five members. Floyd brings a strong background of corporate leadership and communications industry experience to the company.

Floyd currently serves as CEO of Entrisphere, a broadband network equipment supplier based in Santa Clara, Calif. He also serves on the boards of Carrier Access (NASDAQ: CACS), and Tekelec (NASDAQ: TKLC). Prior to Entrisphere, Floyd held senior leadership positions at Siemens Information and Communication Networks-U.S., a leading, worldwide provider of integrated voice and data networks and solutions for enterprises, carriers, and service providers. In 1993 he was a founder of Efficient Networks, which Siemens acquired in April, 2001 for \$1.5 billion. Prior to that, Floyd served as Chief Operating Officer and a Director of Network Inc., a provider of Ethernet hubs, switches, network interface cards and other LAN products. Floyd also served as Executive Vice President, Chief Financial Officer and Director of the Interphase Corporation, producers of high-capacity storage and high-speed LAN and remote access applications. Floyd holds a B.B.A. in finance from the University of Texas at Austin and was Recipient of the 2001 Ernst & Young Entrepreneur of the Year award for the Southwest region.

Based in Dallas and Austin, Texas, RipCode is a video equipment manufacturer that develops products to accelerate the re-purposing of video content including Mobile TV, social networking video and studio-based productions. The company is focused on eliminating the physical barriers now restricting content from being viewed on multiple viewing mediums.

"We are extremely pleased that Mark Floyd has joined our Board," said Brendon Mills, CEO and President of RipCode. "Mark's operational experience and entrepreneurial background bring a wealth of value to the company."

Floyd joins current RipCode board members Brendon Mills, CEO of RipCode; Jeff Hinck, Senior Managing Director of Vesbridge Partners; Jeff Williams, Managing Director of Hunt Ventures; and Scott Irwin, General Partner of El Dorado Ventures.

###

About RipCode

About RipCode

Based in Dallas and Austin, RipCode is a video equipment manufacturer that develops products to accelerate the re-purposing of Mobile TV, social networking video and studio-based productions. The company is focused on lowering the physical barriers now restricting content from being viewed on multiples mediums. RipCode is privately held and backed by leading venture capital firms including Hunt Ventures, Vesbridge Partners, El Dorado Ventures and ATA Ventures. For more information, visit www.ripcode.com.