

Netfira:

4900 Hopyard Road, Suite 100
 Pleasanton, CA 94588
 +1 925.468-4153

Press Contact:

David Ryan
 drayvane@gmail.com
 +1 763.218.6231



Netfira, Inc. Expands Board of Directors

Pleasanton, CA, May 18, 2010 – Netfira, a B2B software solutions provider with operations in Australia, Europe and the United States has announced the addition of Brian Skiba to its Board of Directors.

Mr. Skiba is the current President and former Chairman of MaxID Corporation, a leading provider of identity and security solutions.

Alf Goebel, Chief Marketing Officer of Netfira, made the announcement, adding, “We are excited and honored to have Brian Skiba join our Board of Directors. He brings with him a wealth of information technology experience and financial acumen garnered over many successful years both on Wall Street and in Silicon Valley.”

Mr. Skiba is also the founder and managing partner of Treadstone Advisors, a strategy consulting and advisory firm. Before founding Treadstone, Mr. Skiba was a partner at Arma Partners LLP, a London based, technology-focused M&A advisory firm, where he helped to direct over \$1 billion of cross-border technology M&A transactions. Mr. Skiba, formerly a ranked equity research analyst and equity strategist on Wall Street, served as a Managing Director, Global Technology Strategist and Senior Equity Research Analyst at Deutsche Bank, Lehman Brothers and Cowen & Company. Mr. Skiba served as a Senior Equity Research Analyst in both the United States and Europe, overseeing more than forty capital market transactions while raising over \$5 billion for software and technology firms during his years on Wall Street.

Prior to his career on Wall Street, Mr. Skiba was the founder, President and CEO of two software companies that were subsequently acquired. He has developed over seventeen commercial products, and holds an MBA from the Amos Tuck School of Business and a BSBA degree from Boston University.

About Netfira (www.netfira.com):

Netfira is a privately owned software company with operations in Australia, Europe and the United States. Founded in Australia in 2003, the company’s products, NetfiraSeller and NetfiraBuyer, represent a breakthrough solution for streamlining the buying and selling process. This business-to-business supply chain solution facilitates secure, real-time, end-to-end online transactions between trading partners. It also provides powerful, real-time information for buyers about inventory levels in their supply chain.

The products can connect instantly and easily to customers’ existing accounting software, including MYOB, Oracle, Peachtree, QuickBooks, Sage, and SAP. The Sleeter Group named Netfira as one of its 2010 “Awesome Add-ons for QuickBooks,” recognizing it as one of the most effective and transformational technologies to enhance QuickBooks.

All product and company names mentioned in this document are the sole property of their respective owners.



Connecting Buyers and Sellers in Real-Time

Netfira is a breakthrough business-to-business supply chain solution that streamlines the buying and selling process. It facilitates real-time, electronic transactions between trading partners, eliminates manual data entry, and integrates with participants’ back end systems to provide powerful, real-time information for buyers about inventory levels and pricing within their supply chain.

+1 925.468.4153 | info@netfira.com | www.netfira.com

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