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## **SkyeTek Expands Executive Team in Key Operational Areas**

*Newcomer Battin to Lead Engineering while Current Executives Payne and Cooledge Broaden Roles in Business Development and Sales*

**Westminster, Colorado, July 22, 2008** – SkyeTek, Inc., the leading provider of embedded RFID reader technology, today announced the appointment of Jeff Battin as vice president of engineering, as well as the promotion of Martin Payne to senior vice president of sales and marketing and Wally Cooledge to vice president of sales for North America.

“SkyeTek is experiencing continued growth as demand for our RFID readers and software increases,” said Rob Balgley, CEO of SkyeTek. “We are pleased to have such a talented engineering executive in Jeff join our ranks and look forward to Martin and Wally continuing their successful performances in their expanded roles.”

Battin brings more than 20 years of experience in wireless product development, including a wide range of products, such as pagers, cell phones, wireless modules, broadband wireless systems, and network management software. As Vice President of Engineering at SkyeTek, Battin will be responsible for leading the company’s product development and engineering initiatives.

“SkyeTek is a recognized innovator in RFID, and I’m looking forward to the opportunity to lead the highly-experienced product team in expanding the company’s successful product line,” said Battin.

Battin was most recently the Vice President of Engineering at SmartSynch, where he managed the development of wireless modules for monitoring electrical power meters. Prior to SmartSynch, Battin spent time developing wireless products at Harris Corporation, Wavtrace, Motorola, and AT&T. He is a graduate of the University of Devry Chicago, where he earned a bachelor’s degree in electrical engineering technology.

As senior vice president of sales and marketing, Payne adds worldwide sales and business development to his existing responsibilities of marketing, product management, and sales operations. Payne’s leadership in product definition, channel strategy, and demand generation have enabled 100+ percent sales growth in each of the past two years.

As vice president of sales for North America, Cooledge takes on responsibility for SkyeTek’s largest sales region. Prior to this role, he was SkyeTek’s director of sales for the western United States, which saw significant growth during his tenure.

### **About SkyeTek, Inc.**

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SkyeTek, Inc. develops reader hardware and software that enables the pervasive adoption of RFID as intelligent networking technology. Numerous Fortune 500 and mid-market customers use SkyeTek's products in applications such as item-level inventory, product authentication, access control, and patron management. In addition to selling SkyeModule readers, SkyeTek licenses SkyeWare software that allows customers to save 40 – 70% compared to the price of common reader modules available in the market today. Based in Westminster, Colo., SkyeTek sells exclusively through OEMs, systems integrators, and distributors. For more information, visit [www.skyetek.com](http://www.skyetek.com).

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