



January 7, 2008, 05:00 AM Pacific Time

### **Coaxis, Inc. Names New Vice President**

PORTLAND, OR--(BUSINESS WIRE) — Coaxis, Inc, a software development and management company, has announced that Jim Paulson will join the company January 2, 2008 as Group Vice President overseeing two of the company's three divisions, Insight Distribution Software and Coaxis Business Forms.

"We are excited to have Jim joining the Coaxis family. His proven leadership and strong management skills will allow us to better capitalize on market-growth opportunities," said Coaxis CEO Jay Haladay. "Jim will deliver critical strategic and tactical direction for both divisions to better address market needs while increasing service levels to our current customers."

### **Delivering results through operational excellence**

"Insight and Coaxis Business Forms are on the cusp of becoming leaders in their respective markets," said Mr. Paulson. "My initial efforts will focus on working with the team to strengthen any areas that have been inhibiting our ability to execute or properly serve our current customers and position us for growth. When we deliver operational excellence at all levels of the organization, our customers benefit as does the company."

Mr. Paulson joins Coaxis from General Electric where he served as General Manager for one of the company's divisions responsible for engineering, design and manufacturing of high-tech security and lifesafety hardware and software. Under his direction, the division experienced double digit growth in 2007. Prior to GE, Mr. Paulson held executive and line-management roles in sales, product management, and marketing for a variety of mid- and large-size companies.

Insight President Allen Albert agrees that Mr. Paulson's organizational expertise will further Insight's goals to become the leading provider of route accounting solutions. "This is the next step on Insight's quest to be the best. Last month we were named a Strategic Partner of Miller Brewing. This month, we now have Jim's talents and abilities to guide us as we continue to gain market share."

Mr. Paulson will be located in the Portland, Oregon headquarters of Coaxis and report directly to Coaxis CEO Jay Haladay.

### **About Coaxis, Inc.**

Coaxis, Inc. ([www.coaxis.net](http://www.coaxis.net)) is a leading software development and management company. A privately-held, family business, Coaxis has delivered industry-leading technology innovations and solutions to the construction and beverage-distribution verticals for more than 30 years. Coaxis, Inc. was recently recognized as one of the 12 most revolutionary companies by Portland Monthly Magazine. Coaxis, Inc. is headquartered in Portland, Oregon with additional operations centers in Maryland and Alabama.

© 2007 Coaxis, Inc.

**Contacts:**

Peter Guilfoyle, V.P. Marketing

Coaxis, Inc.

971.255.4654 – office

503.706.3746 – mobile

[peterg@coaxis.net](mailto:peterg@coaxis.net)

###