



## News Release

### **Mark Javello Joins SecureRF as SVP of Commercial and Industrial Sales**

*Javello will focus on sales of anti-counterfeiting and secure sensor products to the commercial sector*

**Shelton, CT, June 30, 2014** – SecureRF Corporation, a provider of identification, authentication, and data protection technology for the Internet of Things (IoT) announced that Mark Javello has been appointed as Senior Vice President of Commercial and Industrial Sales.

Mr. Javello has a 25 year history in entrepreneurial ventures initiating and expanding business development. He has started and grown several ventures including AquaTerra Environmental Services Corp. and Spin Vision LLC. Mr. Javello has managed and developed staff, sales, and financial controls and has a proven track record in business development and expansion, from business conception through profitability.

“Mark has been a long-time supporter of the corporation and I am pleased to welcome him to the team,” said Louis Parks, SecureRF’s CEO. “He will be responsible for our commercial sector business development where we are marketing our secure sensor LIME Tag™ and Veridify®, our NFC-based anti-counterfeiting solution.”

Mr. Javello has a history of working with complex products and services, and developing and executing sales and marketing strategies to penetrate new markets. He has designed work-flow processes for business services focusing on the application of technology in the structured finance and commercial real estate industries and held titles from Founder/President to Chief Financial Officer.

Mr. Javello received a MBA from the Massachusetts Institute of Technology, Sloan School of Management, in Finance and Management of Technology. He received a BS in Mechanical Engineering from Tufts University.

#### **About SecureRF**

SecureRF provides cryptographic security solutions for wireless sensors, embedded systems and other devices that are part of the Internet of Things. The company’s patented cryptographic protocols, in combination with industry-standard security methods, provide the smallest and fastest solutions for resource constrained platforms where little or no security currently exists. These environments include wireless sensors, Blue Tooth Low Energy (BLE), Near Field Communications (NFC), RFID and Smart Cards, and machine to machine (M2M) applications. More information about SecureRF can be found on its Web site at [www.SecureRF.com](http://www.SecureRF.com). SecureRF’s insights into security can be found on its blog at [www.SecureRF.com/blog/](http://www.SecureRF.com/blog/).

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