

## **Tadiran Telecom Promotes David Sopko to Lead US Operations**

Port Washington, NY– July 31, 2009 – Tadiran Telecom USA today announced the appointment of David Sopko as Acting CEO of Tadiran Telecom USA.

Tadiran Telecom USA is the US-based subsidiary of Tadiran Telecom, which handles all operations for North America.

Zeev Aviv, Acting President and CEO of Tadiran Telecom on the appointment of David Sopko as Acting CEO of Tadiran Telecom USA: “We are confident that we can bring a new vision and a better understanding of market needs, and will focus our efforts on growing niches and trends. We will strengthen our commitment to being 'big enough to pay attention to the smallest details'. We are sensitive to the value of our reseller business partners and we are committed to them and to their existing customers for the long term,” commented Mr. Aviv.

Recently nominated, Zeev Aviv is the Acting President and CEO of Tadiran Telecom. Aviv previously served as VP Sales and Marketing. He replaced Eitan Livneh, who served as President and CEO since early 2007.

Mr. Sopko's former role was General Manager and VP of Tadiran's Government Systems Division, based in Alexandria, VA. He also has a long tenure with Tadiran dating back to 1995. He has successfully led Tadiran Government Systems for over 10 years, achieving consistent growth and profitability marketing to government and large enterprise customers. Earlier this year Mr. Sopko's role was expanded to oversee sales activities in Tadiran's Partner Program (commercial resellers).

“I am well versed with Tadiran and its rich history, both here in the United States and internationally. My previous position within Tadiran allows me deep insight into the organizational culture, past and present. I now have the ability to affect positive change that will be focused on our business partners and customers,” commented Sopko.

### **About Tadiran Telecom**

Tadiran Telecom® is an established global leader, innovator, and supplier of IP business telephony and telecommunications solutions. For over 40 years, Tadiran has been serving businesses of all sizes, including some of the world's largest companies and organizations in various market segments across 41 countries worldwide. Featuring a comprehensive family of products including IP PBXs, Softswitches, Contact Centers, IP phones, as well as Mobility and Desktop solutions, Tadiran strives to increase environmental awareness in the telecom market while utilizing "green technology" in its products. For more information, visit [www.tadiranamerica.com](http://www.tadiranamerica.com).