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For Immediate Release:

**NYCE ANNOUNCES APPOINTMENT OF STEVE WEST AS DIRECTOR, NYCE NETWORKS**

NYCE Networks, a leading provider of innovative Plastic Optical Fiber to Ethernet products, announced today the appointment of Steve M. West as a Director of the company.

“We are thrilled to announce the appointment of Steve West as a Director of NYCE.” says Matt Rooyakkers, Founder and Chairman of NYCE Networks, “As NYCE continues to grow into a market-leading organization, the need has emerged for a seasoned professional with strong links to the telecommunications industry in order to assist and guide the company at the Board level.”

West commented “I am very excited to join the great team at NYCE and assist them in capitalizing on their innovative products which have tremendous market potential.”

Steven M. West, a 30-year veteran of the information technology marketplace, is the founder and a partner in Emerging Company Partners LLC, a board advisory services firm located in Incline Village, Nevada.

West has been a CEO or has held executive leadership positions in both large and early stage information technology companies located in North America, Asia, and Europe. His leadership positions have included President and CEO of Hitachi Data Systems (a division of Hitachi Japan) responsible for more than US\$2 billion in revenue; Group Executive & President of Infotainment Business for EDS in Plano, Texas; and Chief Operating Officer of nCUBE Video Technologies in Portland, Oregon.

In addition to serving on the Board of Directors at Nyce Networks and Autodesk, West also serves on the Board of Directors of Cisco Systems, a position he has held since 1996. Additional board appointments include D-Wave Systems and Delta-Q Technologies.

About NYCE Networks

NYCE Networks is headquartered in Vancouver, BC. NYCE is a leading provider of innovative Plastic Optical Fiber to Ethernet products. NYCE designs, manufactures and supplies Plastic Optical Fiber networking solutions to telecommunication companies, builders, installers, and content providers worldwide. Our patented networking products eliminate electromagnetic interference and enable our customers to deliver safe, simple and cost-effective home-centric solutions. For more information, please visit NYCE’s website at [www.nycenetworks.com](http://www.nycenetworks.com) or call 1-604-473-9800.

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