



For Release

**ECI NAMES CARLOS BRITO GENERAL MANAGER OF LATAM AND
DAVID HOLDER DIRECTOR OF SERVICE PROVIDERS EMEA**

ECI's global sales team grew by 20% in 2015

Petach Tikvah, Israel, March 16, 2016 --- ECI, a global provider of ELASTIC network solutions for service providers, utilities and data center operators, announced today two senior appointments to its worldwide sales organization. Carlos Brito has signed on as ECI's new general manager of LATAM and David Holder is joining as the director of sales to service providers in Europe and Scandinavia. The appointments are part of ECI's initiative to expand its sales force, complementing the continued roll out of its ELASTIC Network strategy and associated innovative new products and solutions.

"With great enthusiasm, we proudly welcome Carlos and David to the ECI family. We are certain that their vast experience and well-known talents will further drive the company's success in the industry as well as advance its global leadership ambitions," said Sorin Lupu, EVP, Global Sales and Marketing at ECI.

Mr. Brito has two decades of broad international business development and sales experience working at companies such as Juniper, Alcatel Lucent and Nortel. He is well-known for motivating his teams and developing business in critical markets. In previous roles, he is accredited with enhancing his team's contribution to global revenue by rebuilding presence in the important CALA region and by growing market share in the region by 20%.

With more than two decades of experience in the telecom sector, Mr. Holder comes to ECI after holding senior sales roles at Marconi, Ericsson, Transmode and Infinera. Mr. Holder has been very successful in driving new business and providing exceptional customer account management in a variety of regions globally. Most recently he was responsible for building, growing and managing new partner programs across Europe with global and local system integrators as well as winning new optical and packet business.

Mr. Lupu continued, "In 2015 ECI's global sales team grew by 20%. It is no coincidence that this is the same year that the company launched its ELASTIC Network strategy and began to rollout a new and exciting set of products and solutions designed to help both new and existing customers prepare their networks for the future. The momentum generated in 2015 continues

into 2016, with a highly motivated sales team and new products and solutions in development or already on their way to market. It's going to be a great year."

ABOUT ECI

ECI is a global provider of ELASTIC network solutions to CSPs, utilities as well as data center operators. Along with its long-standing, industry-proven packet-optical transport, ECI offers a variety of SDN/NFV applications, end-to-end network management, a comprehensive cyber security solution, and a range of professional services. ECI's ELASTIC solutions ensure open, future-proof, and secure communications. With ECI, customers have the luxury of choosing a network that can be tailor-made to their needs today as well as seamlessly and cost effectively upgraded to meet future requirements. For more information, visit us at www.ecitele.com.

Press contact:

Marjie Hadad

Press Contact

MH Communications

On behalf of ECI

+972-54-536-5220

marjierhadad@gmail.com