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**iControl Networks Strengthens Management Team to Support Growing Interest in Home Automation Technology**

*Two New Hires Join Industry-Leading Team, Add Decades of Valuable Experience*

**Palo Alto, CA (December, 11, 2006)** — iControl Networks, Inc., a leading provider of mass-market Web-based solutions to remotely monitor and control your home and business, today announced that it has hired Greg Roberts as vice president of marketing and Marc Baum as vice president of engineering. The two executives bring more than 40 years of combined experience to iControl’s already seasoned team.

In a recent report, ABI Research estimates that “home automation vendors can expect to build revenues for wireless home automation nodes from a historical \$1.1 million in 2005 to more than \$58 million in 2011.” iControl’s two new additions speak to this growth of the home automation industry and of iControl’s increasing dominance in the market through its award-winning service.

Greg Roberts, iControl’s new vice president of marketing, will lead all marketing strategy, advertising, communications, brand development and partner marketing initiatives. Roberts comes to the company from HELIO LLC, a consumer wireless start-up joint venture between EarthLink and SK Telecom, where he was vice president of marketing strategy and was responsible for overall brand management and all member acquisition and retention marketing initiatives. Before HELIO, Roberts was vice president of marketing at Disney Mobile and director of national marketing for Cingular Wireless, the country’s largest wireless carrier.

Marc Baum, iControl’s new vice president of engineering, will bring a breadth of expertise to the company and help it maintain momentum and technical creativity in the highly competitive market. Baum comes to iControl from the Supply Chain Alliance (SCA), Inc., a provider of supply chain management solutions for global technology companies, where he acted as chief technology officer, director of technical services and key account program manager, supporting more than \$10 million in business. Prior to SCA, Baum served as the vice president of engineering and operations at Semagix, an enterprise product solutions provider. Earlier in his career, Marc held senior management positions with 3COM/U.S. Robotics and Zenith Electronics.

“The internet-based home control industry is growing rapidly, and we’re very excited to have Marc and Greg joining us at this pivotal time,” said Reza Raji, president and CEO of iControl Networks. “We sought out the most experienced and versatile candidates to complement our current team, facilitate our own growth and boldly drive us in all arenas as we strengthen iControl’s position as the leader in the home automation market.”

The iControl service is available now and starter kits begin at \$399 with a monthly fee of \$14.95, which includes a range of accessories including wireless network (IP) cameras, door and window sensors, lamp modules, thermostats, smoke detectors, water and freeze sensors and more.

For more information on iControl Networks, please go to: [www.icontrol.com](http://www.icontrol.com)

### **About iControl Networks**

Palo Alto-based iControl Networks is a venture-backed software and services company providing mass-market solutions for the remote monitoring market, designed for residential and small-business use. iControl Networks partners with service providers, Internet portals and telecommunication companies to bring its award-winning solutions to market. Investors in iControl include Intel and Charles River Ventures. Visit [www.icontrol.com](http://www.icontrol.com).

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