



For Immediate Release

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Technology Industry Veteran Joins Talented BitFire Networks Team

PHOENIX, Ariz. – (April 23, 2021) – BitFire is excited to announce that Andy Hansen has joined the company as Executive Vice President of Business Development.

In this role, Hansen is responsible for guiding the strategic path of BitFire through sales, partnerships, acquisitions and operational efficiencies. Phoenix and Boston-based BitFire Networks is the only company that has perfected an all-in-one Internet transport solution with the ability to support multiple fully synced cameras, broadcast audio and video. With clients like the NFL, MLB, NHL, CBS Sports, ABC Entertainment, NBC Entertainment and FOX News, Bitfire produces hundreds of live events each year and is known for their delivery of multi-camera transmission services.

Hansen has held several senior executive management and sales positions at Bucyrus International, Caterpillar, Inc., GenAlpha and REV Group. He brings a highly successful diversified professional foundation to his position in domestic and international operations, sales, marketing, product support, process development, software development, mergers and acquisitions.

“To have an executive of Andy’s caliber join us at BitFire speaks volumes to the team we’ve assembled and the work we’ve done,” said Bob Sullivan, CEO and President of BitFire Networks. “As a truly ground-breaking company, we look forward to the innovations and increased capacity Andy will deliver for us,” added Sullivan.

During Hansen’s time at Bucyrus International, he was involved in two large acquisitions worth more than \$2B and helped the company grow from \$250M in sales to \$5B. In 2012, he launched GenAlpha, a B2B eCommerce software company as founder and CEO. Prior to the sale of the company in 2017, Hansen led the organizational creation and development and directed the delivery of high-quality software products.

Hansen holds a Bachelor of Science in Business Administration from the University of Wisconsin La Crosse and an MBA from Marquette University.

Hansen joins a powerhouse team of TV industry leaders who have a proven history and a long-standing tradition of technological advancements. With decades of experience, the BitFire staff are all top in their fields, winning numerous Emmy's and other prestigious awards for their work.

"Today's announcement shines a bright spotlight on the depth of BitFire's talent, technologies, and solution-focused capabilities, said Sullivan. "Andy is a true trailblazer who will help lead the charge in taking live IP video transmission and production into the future."

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About BitFire

BitFire is an end-to-end live video transmission and production solution built by broadcasters for broadcast solutions. With headquarters in Phoenix and Boston, BitFire was created in response to new-world demand for an agile, professional-grade, live IP video transport experience, and expert remote production services. BitFire's comprehensive platform includes the BitFire Transport Network, a fully managed portal that provides point-to-point delivery of broadcast-quality video to wherever it needs to go. The BitFire Transport Network can be accessed by either browser-based FireBridge, when broadcast is needed for one-to-one or one-to-many live contribution and collaboration, or through FirePower, a stackable HD server and authentic configuration that receives and delivers video packets with deterministic latency and frame-accurate synchronization. BitFire Production Services are provided by a team of broadcast experts, along with production trucks and additional assets, including remote production control rooms (REMI), camera packages, and live production and post-production capabilities. BitFire is taking live video from where it is, to where it needs to be.

Visit BitFireNetworks.com for more information.