

## Ronald Bradford strengthens management team and new open source initiative

- **PrimeBase Technologies Hires New Chief Operating Officer (COO)**
- **Photo in high resolution available by fax (+49 / 611 / 71 92 90) or e-mail ([team@euromarcom.com](mailto:team@euromarcom.com))**

Hamburg, Germany, April 11, 2008 – Independent software developer PrimeBase Technologies has named Ronald Bradford (38) as its new Chief Operating Officer (COO) responsible for the new Business Solutions division working with existing and future software technologies. He will also have a special focus on promoting PrimeBase Technologies to the MySQL community and commercial marketplace.

As COO of PrimeBase Technologies, Mr. Bradford has two decades of IT industry experience with extensive knowledge in multiple RDBMS technologies including MySQL, Oracle and Ingres. His skills include enterprise data architecture, software design, development and deployment for traditional and web based solutions. “Ronald Bradford joins us with significant experience in many technology disciplines and brings a wealth of skills to our company,” said Paul McCullagh, Chief Technology Officer (CTO) of PrimeBase Technologies. “He completes the top management with a strong focus on executing our strategy to advance our open source technologies including the PrimeBase XT (PBXT) storage engine and to develop innovative business solutions. Ronald is an excellent addition to our team.”



**Ronald Bradford,  
Chief Operating Officer (COO),  
PrimeBase Technologies**

Before joining PrimeBase Technologies, Mr. Bradford was a senior consultant for MySQL Inc., in the USA (since February 2008 acquired by Sun Microsystems Inc.). Previously from 1996 until 2006 he held the position of Director and Principle Consultant at his Australian company ARABX Pty Ltd where customers included Oracle Corporation, First Data Utilities, Flight Centre Australia, Molecular Simulations (now Accelrys), Prime Computer and Technology One.

**PrimeBase Technologies** (<http://www.primebase.org>), an open source company and MySQL Enterprise Platinum Level Partner is the developer of the PrimeBase XT (PBXT) transactional storage engine and the Media Blob Streaming storage engine for MySQL. Business solutions include high availability and high scalability, enterprise architecture, mentoring, performance tuning and migration.

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