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Newbridge Networks Appoints New Executive Vice President, Global Marketing

Tuesday 23 February 1999

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Industry Innovator Satjiv Chahil to Bring Sharper Focus on Marketing

Maidenhead, Berkshire, February 23, 1999 Newbridge Networks (NYSE:NN; TSE:NNC) today announced the appointment of Silicon Valley marketing expert Satjiv S. Chahil as the Company's Executive Vice President, Global Marketing. Mr. Chahil will be responsible for establishing a world class marketing organisation ensuring that the technical prowess and record of innovation Newbridge has established is equally matched by outstanding core, product and regional marketing initiatives. Mr. Chahil will report to Alan Lutz, President and Chief Operating Officer, and will be based in Herndon, Virginia.

'Satjiv has a proven implementation track record of innovative and impactful marketing strategies, making him an ideal person to lead Newbridge's marketing efforts as a key member of the Company's leadership team,' said Alan Lutz. 'Under his leadership, the Newbridge brand name will become synonymous with broadband networking excellence.'

Mr. Chahil brings to Newbridge over 25 years of high tech marketing experience gained at IBM, Xerox, Apple and Sony. A change agent with a reputation for 'making things happen', he has been recognised by the U.S., European and Japanese PC industry for his pioneering marketing strategies and business initiatives.

At Apple, Mr. Chahil served on the Executive Management Committee and was responsible for world-wide marketing and corporate communications. In addition he was the founder and general manager of the New Media, Internet and Entertainment Industry Division. In this role he earned the reputation of being a key driver of the digital age and a pioneer with the ability to drive commercialisation of new technologies and standards. Previously, he headed marketing organisations in Europe and Asia Pacific, in which capacity he was credited with establishing Apple as the most preferred brand in Japan.

Mr. Chahil has well rounded, hands on experience across all corporate functional areas and in all fields of sales and marketing. His work with IBM, Xerox and Sony also involved driving innovative technologies and products in highly complex and competitive environments.

Mr. Chahil holds a masters degree from the American (Thunderbird) Graduate School of International Management and undergraduate degrees from Punjab University, India, and the University of Cambridge, UK. He has been a featured speaker at global technology conferences, as well as leading academic institutions including Harvard, Stanford and the Sorbonne.

Newbridge Networks designs, manufactures, markets and services networking solutions to organisations in more than 100 countries. The Company leverages its relationship with a growing family of Newbridge® Affiliate companies and strategic alliances with Siemens and 3Com Corporation to deliver seamless, end-to-end solutions. Newbridge customers include the world's 300 largest telecommunications service providers and more than 10,000 corporations, government organisations and other institutions. Founded in 1986, the Company employs more than 6,000 people on six continents. News and information are available at www.newbridge.com (<http://www.newbridge.com>).

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