

Scodix SENSE™ Executive Team Swells in Keeping with Worldwide Growth

-- As global category acceptance and product line expansion continues, the company continues to add the resources needed --

ROSH HAAYIN, ISRAEL – October 9, 2013 – Scodix, Inc. today announced they have grown their executive team by adding two seasoned professionals, as well as elevating Marketing Vice President, Ziki Kuly, to the new position of Vice President of Customer Business Development. Joining Scodix is Amit Shvartz, who will assume Mr. Kuly's previous role as Scodix VP Marketing, and Dennis Kercher who has been appointed as North American Sales Manager, Western Region. Amit and Dennis have already officially joined the Scodix team and Mr. Kuly's appointment is effective immediately. For more information, go to www.scodix.com.

"The global growth of Scodix business necessitates the expansion of our executive and management teams," notes Kobi Bar, Scodix **CEO and Co-founder**. *"The reverberating impact of both Ziki's and Amit's influence promises to elevate the effectiveness of our sales and marketing efforts for years to come."*

Ziki Kuly

Since joining Scodix in 2009, Ziki Kuly has worked to position the company as not only the undisputed leader in the new digital enhancement category, but to elevate the category itself to prominence. A testament to his tireless efforts and dedication was evident by the overwhelming response Scodix received at both China Print and PRINT13 this year. In his new position and challenge, Mr. Kuly will focus upon assisting and training Scodix customers worldwide to increase print output. By sharing tried-and-true applications and marketing successes, the company aims to further increase the value of Scodix solutions and differentiating impact in each user's market.



Amit Shvartz

Amit joins Scodix with over 18 years of experience in executive marketing management. In his previous position, Amit was the VP Marketing of Extricom, a privately held firm specializing in enterprise wireless LAN. He draws upon a successful international B2B and B2C sales and marketing career with a proven track record in distribution, strategic business development, products planning, marketing, and branding. Prior to Extricom, Mr. Shvartz was VP Marketing at Objet Geometrics (2005-2010), and held executive-level positions over a 10-year period beginning in 1995 with industry trailblazers Scitex and Creo.



Dennis Kercher

Dennis, who will now manage all sales responsibilities for the Western United States and Western Provinces of Canada, was previously Account Manager at Domino Amjet, Western Region. He had marketed inkjet systems to the tag & label market, as well as commercial printers. Prior to Domino Amjet, he held positions of increasing responsibility at both Creo and Kodak over a 16 year period. During that time, he was successful in introducing new disruptive technology to the graphic arts industry that helped companies streamline their manufacturing operations and maximize profitability. Dennis can be reached directly via email (dennis@scodix.com) or phone (916-320-7733).



Added Dror Danai, Scodix EVP Global Sales and Business Development, “

“The appointment of Dennis is just one element of our growth and success plan in North America. The plan also includes the increase of the commercial and customer support teams, and the appointment of a full time Business Development manager. This together with the Scodix operation center in Chicago and the creation of Scodix will enable full local support for our rapidly growing North American customers and prospect base.

“Dennis Kercher lives in California and for more than 20 years has been a sales leader, Business Development and Strategic Account Management, in all aspects of graphic arts capital equipment sales. He has contributed to the introduction of varying disruptive technologies that have had a lasting impact on our industry. Dennis will ensure that the Scodix disruptive technology is accessible and available to all the pioneers in the western part of North America, enabling more companies in the region to standout.”

About Scodix

Scodix Ltd. is the leading provider of digital print enhancements for the graphic arts industry. Through our Scodix S Series, Scodix Ultra™ and Scodix Rainbow™ Station, we offer the breakthrough Scodix SENSE™ experience in America, Europe, Middle-East, Asia and Africa. The company’s aim is to lead print enhancement into the digital age and to be known for its passion and commitment to providing what our customers need the most – true brand differentiation for today’s highly competitive printing environment. For more information please visit www.scodix.com

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