



Citrix appoints Asia Pacific Product Specialist

Industry veteran to evangelise Citrix technology benefits across the region

AUSTRALIA and NEW ZEALAND, October 17, 2010 Citrix Systems, Inc. (NASDAQ: CTXS), today announced the appointment of Mr. Alan Pettigrew as Asia Pacific product specialist. In this newly-created role, Pettigrew will be responsible for evangelising Citrix technology benefits to customers and growing the business pipeline, by presenting Citrix's virtual computing story and positioning Citrix's leadership in desktop virtualisation across the region.

An industry veteran with over 25 years experience, Pettigrew was the Founder, Principal Consultant and Director of Innovum Consulting, which provided strategic marketing and innovation strategies to telecommunications and technology companies. Based in Melbourne, Pettigrew will report directly to Nabeel Youakim, Vice President, Products and Microsoft Alliance, Citrix Systems Asia Pacific.

Citrix has a long history of working closely with its customers to provide them with the tools, training and technologies in line with their business needs. I am looking forward to continuing that legacy as Citrix continues to develop further innovations in desktop virtualisation and virtual computing, Pettigrew said.

Alan has the proven experience in bridging the gap between understanding technologies and linking it to how it solves real-world problems. We are confident that Alan's expertise and technical know-how will help our customers continue to understand and benefit from virtual computing solutions, working anywhere, anytime and from any device, Youakim said.

Prior to establishing Innovum Consulting, Pettigrew held various marketing and consulting roles across Asia Pacific and the US, in companies including Agilent Technologies, Nortel Networks and Juniper Networks.

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About Citrix Systems

Citrix Systems, Inc. (NASDAQ:CTXS) is a leading provider of virtual computing solutions that help companies deliver IT as an on-demand service. Founded in 1989, Citrix combines virtualization, networking, and cloud computing technologies into a full portfolio of products that enable virtual workstyles for users and virtual datacenters for IT. More than 230,000 organizations worldwide rely on Citrix to help them build simpler and more cost-effective IT environments. Citrix partners with over 10,000 companies in more than 100 countries. Annual revenue in 2009 was \$1.61 billion.

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