**FOR IMMEDIATE RELEASE**
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## Speech Interface Design Strengthens Sales Infrastructure; Fills Strategic, Direct and Channel Sales Posts
*Jim Donahue and J. Michael Smith Join Pittsburgh Technology Firm*

**Pittsburgh, PA, October 30, 2012—**Speech Interface Design, a leading voice-based solution developer based here, today announced the appointment of Jim Donahue as territory account manager and J. Michael Smith as reseller channel manager. The appointments are part of a planned strategic initiative to increase growth and customer support. "Jim and Mike bring solid sales and business development skills, and proven track records in driving market expansion for supply chain solution providers such as Speech Interface Design. This is a dynamic time for us. We are well-positioned to take advantage of a strengthening economic climate. Additionally, the distribution and manufacturing customer verticals we sell to, need the cost-efficiencies our solutions deliver in order to compete effectively" said Eric Nahm, CEO and Chief Revenue Officer. "Growing our core team, which deliver consistent results, is key to our success."

As Speech Interface Design's newest territory account manager, Jim Donahue will focus on driving sales within the Northeast US and Canada. Jim offers more than 25 years of experience in information technology, supply chain and process improvement consulting. Jim spent five years with Vocollect® the core voice technology that Speech Interface Design builds its solutions upon; before Vocollect, Jim was manager of supply chain systems for Pep Boys. He holds a business management degree from Rutgers University School of Business, in addition to an undergraduate degree in computer information systems.

J. Michael Smith, Speech Interface Design's newly appointed reseller channel manager, will be responsible for increasing Speech Interface Design's reach within the distribution and manufacturing industries. With this new addition to the team, it enables focused channel support to expand upon and drive more partner driven, voice-based solution sales. Mike's experience includes recently managing reseller relationships as business development manager with LXE (EMS Technologies), and selling software solutions at companies such as 3C Software, Jacada, and CDC Software / Ross Systems. Earlier in Mike's career, he worked as an engineer with ABB and Foxboro. Mike holds a BS degree in paper science & engineering from the University of Wisconsin.

**About Speech Interface Design:**
Speech Interface Design, privately owned and founded in Pittsburgh, PA in 1993, provides business process optimization solutions for distribution centers and manufacturing facilities. Speech Interface Design amplifies re-engineered business process flows with customer configured Vocollect Voice®-based technology solutions. Daily, thousands of mobile workers in the US and Canada efficiently move more products with Speech Interface Design's easily integrated voice-based solutions. For operational cost

reductions and business process improvements that deliver measurable bottom line results, visit http://www.speech-interface.com or call +1.412.323.1135.

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