

## Reactive Systems Announces Promotion of Sims to CEO

**Falls Church, Virginia (August 18, 2008)** – Reactive Systems, Inc. has announced the promotion, effective September 1, of co-founder Steve Sims to the post of Chief Executive Officer. Outgoing CEO Rance Cleaveland will retain the post of Chairman of the Board. David Hansel will assume the role of Chief Technology Officer currently occupied by Sims.

Sims, Cleaveland, and Hansel each expressed satisfaction with the changes. “I look forward to continuing to build our company’s reputation as a premium supplier of state-of-the-art software testing and validation tools,” said Sims.

“There is no one better placed than Steve Sims to guide Reactive Systems in its future growth and evolution,” Cleaveland said. “Steve’s deep knowledge of the company’s technology, business and markets will provide the company with the right foundation for future success.”

Sims is optimistic about Reactive Systems’ verification and validation technologies and sees opportunities for significant growth worldwide in the sales of the firm’s core and future products. “We will be looking for partners abroad to help promote our offerings,” he said, “and expect to expand our presence in North America to be closer to our customers.”

He also foresees an expansion of the company’s service offerings related to verification and validation. “As power-users of our own technologies, we can offer immediate assistance to customers with V&V needs,” he noted.

Cleaveland voiced support for these initiatives. “Steve has great ideas on growing the business,” he said, “and I’ll do what I can to assist him in these endeavors.”

Sims has served as Chief Technology Officer of Reactive Systems since the company’s founding in 1999. He oversaw the launch and subsequent development of the company’s flagship Reactis® and Reactis® for C Plugin products and played a key role in opening the company’s Japanese branch in 2007. He holds a BS degree in mathematics from the University of North Carolina and MS and PhD degrees in Computer Science from North Carolina State University.

Hansel has been the lead Reactis developer since he joined Reactive Systems in 2000. He also works closely with customers to help maximize their benefit from Reactis. He holds a BS degree in Computer Science from the University of Kaiserslautern and a MS degree in Computer Science from the Technical University of Munich.

**About Reactive Systems.** Reactive Systems, Inc. is a market innovator and leading producer of verification tools for embedded software. The company’s flagship product line, Reactis®, provides automated testing and validation support for Simulink®/Stateflow® and the C programming language. Founded in February 1999, Reactive Systems has its headquarters in the Washington DC suburb of Falls Church, VA. For more information about RSI visit [www.reactive-systems.com](http://www.reactive-systems.com) or call 703-534-6458.