IAR Systems appoints Director of Global Customer Support

Uppsala, Sweden—November 27, 2013—Today, IAR Systems® announces the appointment of a Director of Global Customer Support and that Steve Egerter, previously US Technical Support Manager, has been selected to fill the new position. The new role will further strengthen IAR Systems' global customer support and services.

With a 30-year history, IAR Systems is well-known for its highly appreciated customer support services and during the last few years, the company has become a dominant player in the embedded industry with a broad product offering and a global footprint. IAR Systems' global reach and extended offering is driven from a customer demand with its origin in the increased complexity and globalization of the embedded industry. The establishment of the new role of Director of Global Customer Support is another step not only to ensure excellent customer support globally, but also to fulfil the company's ambition of delivering extended service offerings.

Steve Egerter has a long experience in the embedded industry including more than 10 years with IAR Systems. Previously, he worked in the security electronics industry in various technical roles. Steve graduated from Lakehead University in 2000 with a Bachelor of Engineering in Electrical Engineering and also has a diploma in electronics technology with a focus on communication at the Radio College of Canada. He is currently positioned at IAR Systems office in Boston, Massachusetts.

"I am happy and proud to announce the new global role and the appointment of Steve in this capacity," comments Stefan Skarin, CEO at IAR Systems. "This appointment truly confirms to our customers that customer support will be essential to us for the future. It will also ensure an increased capacity that will help us fulfil our raised ambitions for customer appreciation and a further extended product offering."

Steve Egerter will assume his new position as the Director of Global Customer Support from December 1, 2013.

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About IAR Systems

IAR Systems is the world's leading supplier of software tools for developing embedded systems applications. The software enables over 19,000 large and small companies to develop premium products based on 8-, 16-, and 32-bit microcontrollers, mainly in the areas of industrial automation, medical devices, consumer electronics, telecommunication, and automotive products. IAR Systems has an extensive network of partners and cooperates with the world's leading semiconductor vendors. IAR Systems Group AB is listed on NASDAQ OMX Stockholm. For more information, please visit www.iar.com