



## VELL RECENT PLACEMENT



### **STEPHEN NICOLLE CHIEF EXECUTIVE OFFICER**

Mr. Nicolle has more than 25 years of experience working in the technology industry. Most recently, as Chief Operating Officer of March Networks, Mr. Nicolle was responsible for leading the Company's R&D and global operations initiatives, with a focus on enhancing development, product life cycle and fulfillment strategies. Mr. Nicolle is currently the Chairman of the Board for Searidge Technologies, a private company that is changing the way airports do surface management through intelligent video. Mr. Nicolle was CEO and President of emerging, venture-backed technology companies, such as Sigma Systems and Tatara Systems.

Prior to that, as President and General Manager of the OSS software business unit at Nortel Networks, Mr. Nicolle grew revenue to \$250 million in 2000 from \$24 million in 1997 and led a team of more than 1,000 employees. He also worked as Assistant Vice-President at Bell Northern Research, where he was responsible for Network and Service Management research and development programs, managing more than \$40 million in annual investment.

Mr. Nicolle is a graduate of the University of Western Ontario, where he received an Honors Bachelor's degree in Computer Science.

#### **About Sampling Technologies, Inc.:**

STI is a marketing solutions provider to the healthcare industry. Their focus is on the safe and effective delivery of innovative pharmaceutical and device sampling programs and marketing solutions for manufacturers. STI provides sales, marketing, and regulatory efficiencies to manufacturers, physicians, patients and pharmacists. STI's SmartTechnology™ solutions provide tangible benefits to all stakeholders. STI is a full-service supplier that provides innovative, tailor-made marketing solutions to the pharmaceutical and medical device industry. STI's SmartTechnology™ is currently being used by many of the world's leading pharmaceutical and device manufacturers as well as clinical trial organizations, while abiding by all privacy legislation.