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Rev2 CEO Robert Cruickshank Featured on Two Panels at SCTE Cable-Tec Expo®

ORLANDO, OCTOBER 15, 2012 – Rev2, a rapidly growing Business Risk Analytics™ provider focused on delivering solutions that improve business performance, today announced that Rev2 CEO Robert F. Cruickshank III will participate in a Technical & Network Operations workshop session as well as the Digital Home Symposium at the SCTE Cable-Tec Expo® to be held this week.

Details of the two events are as follows:

Workshop Session: Leveraging Next-Generation Live and Analytical Tools

Offered: Friday October 19, 4:00 – 5:15 pm

Location: Room W311A

Moderator: Andy Parrott, Vice President, Technical Operations, Suddenlink Communications

Cruickshank Topic: “Financial Model for Measuring Cost Savings Driven by Service Operations that Impact Customer Experience and Voluntary Disconnects”

Digital Home Symposium: “The Digital Home, Preparing for the Future”

Offered: Tuesday October 16, 3:30 – 4:00 pm (pre-conference event)

Cruickshank Topic: “Cable Energy Management – A New Horizon in the Digital Home Orchestrating Utility Supply and Demand in Realtime via the Internet, Home Networks and Smart Appliances”

SCTE Cable-Tec Expo® will be held at the Orange County Convention Center, October 17-19, 2012. Pre-conference and preview events will take place on Oct. 16 and technical workshops and sessions are scheduled for October 16-19. The industry’s engineering show of the year hosts 10,000 attendees annually and provides the opportunity to discover and learn first-hand about the latest in cable telecommunications technology, products and services in one cost-effective setting.

ARRIS Booth #2802

Rev2 will showcase its RiskView® Outage Risk Analytics™ solution in the ARRIS Group, Inc. (Nasdaq: ARRS) exhibit in booth #2802. RiskView Outage Risk Analytics™ helps cable operators and other service providers drive down costs and improve their customers’ experience by delivering the capability to correlate data across operational groups often siloed by disparate OSS systems to deliver a comprehensive view of performance metrics. The demonstration will feature live RiskView Outage Risk Analytics running in concert with ARRIS ServAssure Advanced™ performance management, ARRIS EventAssure™ proactive outage management, and ARRIS WorkAssure™ workforce management solutions. The

combined “quad-play” solution proactively optimizes MSO network operations, reduces cost and complexity and ensures a premium customer experience.

[graphics] Rev2 logo, SCTE logo

About Rev2

Rev2 is a rapidly growing Business Risk Analytics™ provider focused on delivering solutions that improve business performance. Our patent-pending RiskView® Risk Concentration Analysis™ framework offers the ability to identify, compare and quantify vulnerabilities across the entire enterprise before they impact business performance. RiskView identifies the materiality of risks according to their potential impact on business performance, helping our customers to prioritize and schedule business process improvement, problem resolution, and overall spending. RiskView outcomes typically include: Reduced organizational risk profile; Reduced OpEx; Improved customer experience; and competitive advantage.

Contact us today for a Proof of Concept tailored to your business: 400 Columbus Ave., Suite 240E, Valhalla, N.Y. 10595, 914.614.8600. <http://rev2.com>, info@rev2.com.

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