NEWS RELEASE

Wes Durow named Chief Marketing Officer for Mitel

4/9/2015

Mitel® (Nasdaq:MITL) (TSX:MNW), a global leader in business communications, today announced that Wes Durow has joined the company as Chief Marketing Officer. Mr. Durow joins Mitel as it continues to implement a disciplined and ambitious growth strategy that has made the company a global leader in business communications.

Wes is a 20-year tech industry veteran with deep domain knowledge in cloud-based, real-time communications for both enterprises and service providers. He joins Mitel from Sonus Networks where, as Vice President of Global Marketing, he was responsible for all marketing activities globally as well as inside sales and training. Before joining Sonus, Wes was Chief Marketing Officer at Fonality, where he focused on accelerating the adoption of Unified Communications in a Software-as-a-Service model. Wes also served as Vice President and General Manager of Global Marketing for Avaya, where he guided global marketing initiatives following their 2009 acquisition of Nortel's enterprise division. Wes spent more than a decade with Nortel in a number of leadership roles, including end-to-end marketing, go-to-market, and strategic planning for their enterprise business. Wes began his career in advertising, helping build brands for leading companies including American Airlines, Pace Picante Sauce, NationsBank (now Bank of America), The Dial Corporation and GTE (now Verizon).

As Chief Marketing Officer at Mitel, Wes is responsible for driving Mitel's global marketing and communications initiatives to increase brand consideration levels and directly contribute to the company's growth objectives. As a member of Mitel's senior management team, Wes reports to Mitel President and CEO, Rich McBee.

"In the last two years, we have expanded and repositioned our company and our brand to respond to market conditions and customer needs," said Rich McBee. "Wes brings to Mitel the unique combination of industry domain knowledge and contemporary marketing theory and discipline necessary to drive our growth to the next level."

"Like many, I've been watching with fascination as Mitel has methodically and deliberately redefined the company with its pedigree of early innovation, accelerated through a series of bold moves to consolidate the enterprise space and converge adjacent sectors," said Wes Durow, Chief Marketing Officer, Mitel. "Ultimately, however, understanding customers, meeting their business requirements, and building brand loyalty will determine success. With 60 million end users globally, and a leadership position in the premise and cloud enterprise markets, Mitel has everything required to drive customer adoption and market expansion."

Wes earned his master's degree in advertising from Northwestern University and his bachelor's degree in marketing from the University of Northern Iowa.