

FOR IMMEDIATE RELEASE

**ENCOVER ANNOUNCES APPOINTMENT OF NEW PRESIDENT AND
CHIEF EXECUTIVE OFFICER
JOHN VITALIE**

Mountain View, Calif. – March 24, 2009 – Encover, Inc., a provider of technology and services for managing, marketing and selling service contracts and software subscriptions, today named Mr. John R. Vitalie as president and chief executive officer. Mr. Vitalie will also serve as a member of Encover's Board of Directors.

John brings twenty years of executive and sales leadership to Encover, including his most recent role as regional vice president of The NASDAQ OMX Stock Market, Inc., based in Silicon Valley. At NASDAQ, John was responsible for all corporate client sales, support and operations for the western region. Prior to this, John held executive sales and global channel management positions at Siebel Systems, where he established and grew the Life Sciences business unit into the market leading provider of healthcare software solutions. John was previously senior vice president of worldwide marketing and sales at ADAC Labs, provider of medical imaging systems. John will be based in Encover's Mountain View, California corporate headquarters.

John is a member of the board of The Tech Museum of Innovation, and also has been a member of the Silicon Valley Leadership Group, TechNet, California Healthcare Institute's (CHI) Editorial Board, and an active supporter of the Stanford Institute for Economic Policy Research (SIEPR). In addition, John currently serves on the advisory board of All Stars Helping Kids.

"We are very pleased with Encover's continuing success, and believe that John's appointment will help the company continue this strong trend," said Devin Mathews, managing partner at Baird Venture Partners and member of Encover's board of directors. "John comes to us with great credentials, skills and enthusiasm, and a clear vision for accelerating the company's growth. His strong technology background and extensive relationships in the high-tech and healthcare industries will be a decisive factor in bringing our solutions to new and current markets."

"Encover is at a positive inflection point, where we can capitalize on our deep domain knowledge, our leading solutions and first class client base to fuel growth into new domestic and international markets," said John Vitalie. "In today's economy, organizations tend to postpone new hardware or license purchases and focus on extending the useful life of their existing assets. Encover's solutions offer a timely and compelling financial proposition for our manufacturer and channel partner clients, given our proven ability to drive incremental revenues, customer retention and margins with flexible pay-for-success cost structures. The Encover organization is totally committed to being a key

partner in our clients' success. I look forward to working with our entire team, our clients and prospects, as we take on the challenges and opportunities ahead.”

About Encover

Encover drives incremental revenues and margin for manufacturers and their channel partners through service contracts and subscription sales. The Encover solution is comprised of dedicated sales professionals, multi-channel marketing programs, a proven software platform and best practices, serving clients globally. For more information please visit www.encover.com.