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Kiva Systems Appoints Keith Seidman as CFO

Most recent addition rounds out senior leadership team

Chicago, Ill. – ProMat 2011 – March 21, 2011– [Kiva Systems](http://www.kivasystems.com), Inc., a developer of game-changing mobile-robotic solutions that automate [order fulfillment](#) and warehouse operations, today announced that Keith Seidman has joined its management team as CFO. Seidman has led financial operations at companies across the spectrum from technology startups to Fortune 500 firms.

Seidman brings more than 30 years of financial expertise at innovative, rapidly growing companies. His most recent experiences include CFO positions at several Boston area technology companies including Acme Packet (NASDAQ: APKT), where he was responsible for securing venture financing leading to the successful 2006 initial public offering (IPO). Prior to that, Seidman served as EVP and CFO at Duracraft Corp. (NASDAQ: DUCR) where he led the company’s 1993 IPO and 1994 secondary offerings. Seidman began his career as a certified public accountant at Coopers & Lybrand, and as assistant corporate controller at Nortek, Inc., a Fortune 500 manufacturer of building products.

“Throughout my professional career, I’ve been drawn to innovative organizations with the vision and courage to fundamentally improve the way business gets done,” said Seidman. “Kiva has already established itself as an engine of eCommerce growth, and has the potential to do much more. I am excited to join the company at this pivotal time, and by the challenge of helping Kiva reach its immense potential.”

Kiva’s innovative approach to e-Commerce order fulfillment uses fleets of robotic drive units that bring inventory on mobile shelves directly to workers, allowing easy and efficient access to all inventory items at all times. Elimination of operator walking and waiting enables worker productivity that is two- to four-times higher than with other automated systems. What’s more, because all system components are mobile and modular, a Kiva solution can transform an empty warehouse into a fully automated distribution center in a matter of weeks.

“With rich experience in technology start-ups and Fortune 500 companies, Keith understands how companies grow,” said Mick Mountz, CEO and founder of Kiva Systems. “His successful track record of bringing innovative technology companies to the next level is invaluable as Kiva continues on a trajectory of extraordinary growth. Just as important, his friendly, high-energy work style and adventurous nature make him a perfect fit for Kiva’s dynamic culture.”

About Kiva Systems

Kiva Systems, Inc. offers game-changing automation solutions for distribution centers that help companies simplify operations and reduce costs while increasing strategic flexibility. Using hundreds of autonomous mobile robots and sophisticated control software, the Kiva Mobile Fulfillment System enables extremely fast cycle times with reduced labor requirements, from receiving to order picking to shipping—all without conveyor. The result is a building that is quick and low-cost to set up, inexpensive to operate, and easy to change. For more information on Kiva Systems and its solutions, please visit www.kivasystems.com.