

Red Hat Launches Independent Sales Representative (ISR) Program in Canada

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Keating Technologies and Tech Data Canada Selected as ISR Partners to Support Channel Sales

TORONTO--(BUSINESS WIRE)-- Red Hat, Inc. (NYSE:RHT), the world's leading provider of open source solutions, today announced an Independent Sales Representative (ISR) program in Canada to offer its full suite of open source solutions for cloud, Linux, middleware, storage, and virtualization technologies in collaboration with channel leaders. At launch, Canadian channel leaders Keating Technologies and Tech Data have joined the program to help bring open source solutions to a broader range of enterprise customers in Canada.

Via its new ISR program in Canada, Red Hat is aligning additional sales resources to collaborate with its partner ecosystem to provide insight, engage other experts when needed, and tailor sales approaches to meet customer needs.

Keating Technologies, a leader in integrated sales, marketing, and technical support solutions, has been engaged to provide a dedicated salesforce to focus on seeking new business opportunities for Red Hat in the Canadian marketplace. They plan to work collaboratively with Red Hat's strategic reseller partners to bring Red Hat solutions to customers and prospects interested in the agility, flexibility, increased security, and quality of enterprise open source.

Tech Data Canada, one of the world's largest wholesale distributors of technology products, services, and solutions, plans to facilitate the fulfillment and execution of sales transactions to meet customer expectations and to support Red Hat resellers.

The partner ecosystem is critical to Red Hat's success as the world's open source leader. Red Hat's partner program, Red Hat Connect, is designed to meet the evolving needs of its partners, providing access to new Red Hat technology, training, product certification, technology adaption resources, and go-to-market tools to differentiate a partner's brand in the marketplace.

Supporting Quotes

Luc Villeneuve, country leader and general manager, Canada, Red Hat

"Selling in Canada has its unique challenges due to our vast size. Our ISR program is a creative way to provide coverage and use the talents of our partners to benefit customers. Open source technologies have become a default choice of IT departments around the world, and Red Hat Canada is helping some of the top brands in Canada use those technologies to compete. We are delighted to be working with top channel leaders like Keating Technologies, Tech Data Canada, and our resellers to bring Red Hat's solutions to more customers across Canada."

Larry Keating, president and CEO, Keating Technologies

"Red Hat offers an essential suite of open source solutions that enable Canadian businesses to drive their cloud and digital transformation strategy in a high performance, cost-effective, and quality-assured manner. This is a unique selling strategy to serve the Canadian marketplace and we are excited to be chosen to collaborate with Red Hat as one of its ISR partners for Canada. We are confident we have the sales expertise and resources to help make this program a success."

Rick Reid, president, Tech Data Canada

"We are pleased to work with Red Hat and Keating to facilitate this initiative. We are always excited to collaborate with leaders in the channel to create new opportunities and solutions for solution providers to achieve mutual success."

Additional Resources

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Red Hat is the world's leading provider of open source software solutions, using a community-powered approach to reliable and high-performing cloud, Linux, middleware, storage and virtualization technologies. Red Hat also offers award-winning support, training, and consulting services. As a connective hub in a global network of enterprises, partners, and open source communities, Red Hat helps create relevant, innovative technologies that liberate resources for growth and prepare customers for the future of IT. Learn more at <http://www.redhat.com>.

Forward-Looking Statements

Certain statements contained in this press release may constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements provide current expectations of future events based on certain assumptions and include any statement that does not directly relate to any historical or current fact. Actual results may differ materially from those indicated by such forward-looking statements as a result of various important factors, including: risks related to the ability of the Company to compete effectively; the ability to deliver and stimulate demand for new products and technological innovations on a timely basis; delays or reductions in information technology spending; the effects of industry consolidation; the integration of acquisitions and the ability to market successfully acquired technologies and products; uncertainty and adverse results in litigation and related settlements; the inability to adequately protect Company intellectual property and the potential for infringement or breach of license claims of or relating to third party intellectual property; risks related to data and information security vulnerabilities; ineffective management of, and control over, the Company's growth and international operations; fluctuations in exchange rates; and changes in and a dependence on key personnel, as well as other factors contained in our most recent Quarterly Report on Form 10-Q (copies of which may be accessed through the Securities and Exchange Commission's website at <http://www.sec.gov>), including those found therein under the captions "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations". In addition to these factors, actual future performance, outcomes, and results may differ materially because of more general factors including (without limitation) general industry and market conditions and growth rates, economic and political conditions, governmental and public policy changes and the impact of natural disasters such as earthquakes and floods. The forward-looking statements included in this press release represent the Company's views as of the date of this press release and these views could change. However, while the Company may elect to update these forward-looking statements at some point in the future, the Company specifically disclaims any obligation to do so. These forward-looking statements should not be relied upon as representing the Company's views as of any date subsequent to the date of this press release.

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