

## **FOR IMMEDIATE RELEASE**

### **XTAR APPOINTS NEW VICE PRESIDENT OF SALES AND MARKETING**

#### *Michael A. Assid Joins the XTAR Team*

ASHBURN, Virginia (October 1, 2020) XTAR, LLC is pleased to announce the appointment of Michael A. Assid as its new Vice President of Sales and Marketing. Prior to joining the XTAR team, Mike served in numerous leadership roles at Headquarters, Air Force Space Command (AFSPC) and Headquarters, U.S. Space Force. He continues to serve as a Colonel in the U.S. Air Force Reserve, currently assigned as the Senior Individual Mobilization Augmentee to the Commander, Space Training and Readiness Command (STARCOM) at Headquarters, U.S. Space Force.

In his new role at XTAR, Mr. Assid will set strategy for all domestic and international sales, business development and marketing activities within the organization.

“We are pleased to have Mike join our management team,” stated Jay Icard, President and CEO of XTAR. “He brings extensive knowledge and depth of military experience to the XTAR team. His contribution will be vital as XTAR begins to market service on the Next Generation satellites which are now under construction.”

Mike is a 31-year military space veteran with extensive operational experience in Space Electronic Warfare, Offensive and Defensive Space Control, Satellite Communications, Space Situational Awareness, Command and Control, Test and Evaluation, and Adversary Space Operations. He holds a Bachelor of Business Administration from the University of Texas at Arlington, and Master of Information Systems Management from Lesley University. Mike is a founder of the Air Force’s Space Aggressor Program and its two Space Aggressor squadrons, founder and former commander of the Air Force’s only Reserve Space Control Squadron, and former commander of the 310<sup>th</sup> Operations Group.

#### **ABOUT XTAR**

XTAR, LLC is a commercial satellite operator providing MILSATCOM-compatible communications exclusively for government and military users. XTAR’s X-band frequency is ideal for military enterprise communications, special operations missions, information gathering and border security. Founded in 2001, XTAR is privately owned by majority shareholder Loral Space & Communications Inc. and minority

shareholder Hisdesat Servicios Estratégicos S.A. In 2019, Hisdesat announced that it will construct two additional satellites through which XTAR will provide service in the X, Mil-Ka and UHF frequency bands. For more information, please visit [xtar.com](http://xtar.com)