

TRIBOLD PRESS RELEASE

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Gen-i selects Tribold EPM for Catalog Evolution Program

London, 2nd September, 2010: Gen-i, New Zealand's largest Enterprise and ICT provider, has selected Tribold, the world's leading provider of Enterprise Product Management (EPM) software, for its Catalog Evolution and Portfolio Management program.

Simon Muderack, Tribold's CEO said: "Working with Gen-i we see a joint drive from both their Business and IT leadership on cycle time reduction, costs of operations, and bringing more fast track products into the market. These goals are directly aligned with where Tribold EPM can bring real value to our users. We look forward to working together with the Gen-i team delivering these tangible improvements to their enterprise product range".

About Tribold

Tribold is the world's leading provider of Enterprise Product Management (EPM) software specifically developed for Communication Service Providers (CSPs). Tribold EPM™ is a single, integrated suite of Enterprise Product Management applications that empowers CSPs to put products at the heart of their business.

Tribold EPM™ is based on a Centralized Product & Service Catalog (CPC) and a Product & Service Lifecycle Management (PLM) solution.

Dramatic improvements in product management performance enable CSPs to drive increased profit by reducing time to market, decreased cost to market, increased quality of the product management process and increased ability to support product and service innovation.

Headquartered in London, and with offices in North America and Asia, Tribold was founded in 2003 and is privately held. For more information visit www.tribold.com.

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About Gen-i

Gen-i's sector knowledge spans almost every area of the economy. From the reporting and compliance requirements of the government and its agencies, through to the highly regulated health sector and internationally focused needs of our rural companies, Gen-i combines deep experience with true understanding to deliver powerful and proven ICT solutions.

For more information visit www.gen-i.co.nz