

Altium Media Contact:

Alan Smith
Altium Limited
Level 3, 12a Rodborough Road
Frenchs Forest, NSW 2086
Australia
www.altium.com
Telephone: +61 2 8986 4409
Email: alan.smith@altium.com.au

Altium invests for growth in Japan Appoints Satoshi Yamada as new regional director

Sydney, 24th April, 2008 – Altium Limited, the electronic design industry's leading developer of unified electronic product development solutions, has appointed Satoshi Yamada as Regional Director - Japan.

In this role, Mr Yamada will be responsible for building greater sales and support representation in Japan to help serve a growing number of customers who are looking at new ways to harness today's new devices and technologies, and innovate in their electronics designs and practices.

His focus will be to increase sales in Altium's unified electronics design solution, Altium Designer, in Japan. Altium Designer is the electronics design industry's only electronics product development system that removes the barriers imposed by disparate design flows and unifies the different design disciplines involved in electronics product development – the design of the hardware, the programmable hardware and the embedded software. Altium Designer includes Japanese language support in areas such as the documentation within the schematic capture and PCB functions, menu bars, and dialog boxes.

Altium also markets the Altium Innovation Station, launched earlier this year, which combines Altium Designer and the desktop NanoBoard reconfigurable hardware development platform to provide a single electronics design environment from conception to hardware deployment and manufacture.

Mr Yamada has over 20 years of experience in western multinational corporations, where he has been in charge of building both direct and indirect sales channels, as well as leading strategic sales activities. Prior to joining Altium Japan, he held the position of Country Manager at 3D Systems Japan, and was also Country Manager and Representative Director at Watchfire Japan (now IBM Japan), Staffware Japan (now TIBCO Software) and Avid Japan. Mr Yamada earned his business degree from Meiji University (Tokyo) in Management & Business Administration.

Emma Lo Russo, President & COO of Altium, said, “Yamada’s appointment begins an exciting new era for Altium Japan and is an opportunity to take our electronics design solution to significantly greater numbers of Japanese designers. In a country known for innovative electronics design, we believe our unified electronics design solution, which places device intelligence at the centre of the design process, will help Japanese electronics designers stay innovative into the future.

“Japan is an important market for Altium. Yamada’s appointment gives Altium the senior leadership and experience we need to grow our business significantly in Japan, and to support our customers in staying competitive.”

Altium believes the potential for growth in Japan is strong and is already providing its software to a growing number of leading Japanese business, and education institutions including the University of Tokyo.

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About Altium

Altium Limited (ASX:ALU) is the leading developer of electronic product development solutions dedicated to unifying the different design disciplines involved in electronics product development. Altium products ensure all electronic engineers, designers, developers, and their organizations, take maximum advantage of emerging design technologies to bring smarter products to market faster and easier. Founded in 1985, Altium has headquarters in Sydney, Australia, sales offices in the United States, Europe, Japan, China, and resellers in all other major markets. For more information, please visit www.altium.com.

About Altium Designer

Altium Designer is the electronics design industry's only electronics product development system that removes the barriers imposed by disparate design flows and unifies the different design disciplines involved in electronics product development – the design of the hardware, the programmable hardware and the embedded software. Altium Designer's unified design environment means users can harness the potential of the latest electronics technologies, and move to a 'soft' design methodology without the need to acquire specialist programmable device expertise. This lets companies focus on innovation in electronics design. Altium Designer also delivers the freedom to move between any device, from any vendor, at any time. It lowers total cost of ownership by eliminating the need to integrate extra devices at extra cost to increase functionality, or to create a complete solution. For more information, please visit <http://www.altium.com/Products/AltiumDesigner/>.

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