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**Innovative design key to growth in UK electronics design  
Altium names Premier EDA Solutions as EMEA reseller of the year  
after achieving 70% year-on-year growth**

**EARLS COURT, LONDON, June 17, 2008** – Altium’s channel partner for the UK and Ireland, Premier EDA Solutions, is Altium’s EMEA reseller of the year. The award recognizes the significant and sustained growth achieved in the region over the past few years.

“The UK has always been one of the most important areas of the Europe-Middle East-Africa (EMEA) region and over the past fourteen years, Premier has delivered consistent sales success,” said Emma Lo Russo, President and Chief Operating Office of Altium.

“Maintaining this level of growth and support in a mature market such as the UK is impressive, and reflects a commitment by Premier EDA both to Altium and to the engineers in that market. “

Phil Mayo, Managing Director of Premier EDA, said, “The UK and Ireland are two of the most mature markets in the global electronics industry. Yet our success this past year contrasts sharply with predictions of slow-downs and off-shore migration.

“We have made gains rights across the industry in virtually every sector, by addressing the desire electronics engineers have to spend significantly more time being creative. Too

often, we see engineers solving production problems or linking old-fashioned design processes together – basically everything other than being creative.”

“Phil and his team at Premier set exceptionally high standards. Coupling their commitment to customer success, extensive market knowledge and exceptional in-house technical expertise with Altium’s unified design solutions makes for a powerful partnership,” said Emma Lo Russo. “Clearly, Altium’s unified approach to electronics design strikes a chord with UK innovators. They are rising to the global challenge of creating sustainable differentiation in their designs, and Altium’s solutions allow them to focus on what’s valuable – their IP and innovation. Our UK customers see the benefit and as a result, customer satisfaction in the region is extremely high.”

During National Electronics Week at London’s Earls Court, Premier will be showcasing over 20 examples of customer technology designed with Altium tools. This celebration of UK innovation includes some of the most recognisable British technology companies including Linn Products, Marshall Amplification, Arcam, Frontier Silicon, Tvonics and Mars Drinks.

ENDS

### **About Premier EDA Solutions**

Premier EDA is one of the most successful resellers of Altium’s unified electronics design solutions worldwide and is responsible for customers in the UK and Ireland.

In addition to the Altium unified solutions portfolio, Premier EDA operates an extensive training operation, providing essential training skills for the UK electronics industry. Premier EDA is an IET Endorsed Training Provider and IPC Authorised Training Centre. For more information, visit [www.eda.co.uk](http://www.eda.co.uk).

### **About Altium**

Altium Limited (ASX:ALU) provides world-leading unified design solutions that break down the barriers to innovation, and help organizations easily harness the latest devices and technologies, to create their next generation of electronic products.

Altium’s solutions are unique because they unify the separate processes of electronics design, all within a single electronics design environment, working off a single data model, which links all the aspects of electronics product design into one process.

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](http://www.altium.com).

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