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Altium names Gerry Gaffney regional CEO of the Americas

SYDNEY, Australia – November 19, 2009 – Altium has appointed Gerry Gaffney, senior vice president and general manager of the company's Americas operations, to regional CEO.

Previously a sales and support organization, Altium's Americas operation will grow along with the Australian-headquartered company as a whole in order to further assist electronic designers everywhere to build the next generation of electronic products.

"While we've witnessed the forces of globalization firsthand, much of the world's technology innovation still comes from the West Coast of the United States. Our Carlsbad office has proved to be an integral part of Altium's efforts to help enable that innovation to happen, and we want to give them additional opportunities to continue to develop this momentum and influence," said Nick Martin, CEO of Altium.

Since joining Altium in 2007, Gerry Gaffney has been instrumental in strengthening Altium's worldwide leadership and accelerating business growth. In his new role, Gaffney will report directly to Nick Martin, and will become a member of the executive team, thereby expanding his role in organizational partnerships and other strategic relationships to a global level.

"We've seen a remarkable momentum build over the past several quarters in seat count growth and new logo acquisition, despite the current tough economic climate," said Gerry Gaffney. "There is an increasingly rapid migration by customers away from long entrenched use of older design tools towards Altium's next generation electronic product design platform. Evidence of this momentum is our expanded reseller channel, needed to help address our growing customer base: We've appointed six new regional resellers in North America since July.

Altium's software embraces the programmable, hardware and software design domains uniquely within a single unified application. This architecture helps organizations and designers overcome the real challenges they face: trying to innovate and build next generation connected intelligent products today, but limited by the traditional fragmented electronic design automation (EDA) design tool flows. Altium's platform can further enable a much broader market ecosystem that includes programmable device suppliers, IP, software and MCAD partners, for the benefit of the designers and customer organizations.

ENDS

About Altium

Altium Limited (ASX:ALU) helps electronics designers harness the latest devices and technologies, manage their projects across broad design 'ecosystems', and create connected, intelligent designs. Its next generation electronics design software unifies all aspects of electronics product design into one process, in a single application. For more information, visit www.altium.com.

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