Media Release

Altium

媒体联系人*:*

王薇
美国霍夫曼公关顾问（北京）有限公司
北京建外大街 19 号国际大厦 2104 室
电话：**+86（0）10 65070985-219**
传真：**+86（0）10 65868950**
手机：**+86 13621076155**
电子邮件：wwang@hoffman.com.cn

Altium 媒体联系方式：

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

Altium extends reach of next-generation electronics design in China

Altium appoints Digital China as principal distributor to significantly expand sales coverage in growth market

Shanghai, China – October 15, 2008 – Altium, the world's leading supplier of unified electronics design solutions, has appointed Digital China, China's largest IT products distributor, as a key distributor for Altium's unified electronics design solutions.

The strategic partnership with China's number one IT distributor builds on Altium's growth in China over the past 12 months. Altium's sales in China grew 75% in the financial year ended 30 June 2008.

With Digital China, Altium will significantly expand its sales and support reach in the China electronics design sector. Digital China will become the largest distributor for Altium's unified electronics design solution Altium Designer, and Altium's desktop NanoBoard reconfigurable development platform.

Digital China will also play a pivotal role in Altium's Investment in Innovation (I3) License Compliance Program, announced in July. The I3 Compliance Program is Altium's expanded collaborative license amnesty and conversion program. Its objective is to target the estimated 285,000 unlicensed users of Altium's solutions (Protel) in China, over the next four years. The program introduces special pricing that includes a license for Altium Designer, Altium's next-generation solution, training and localized language support. With

Digital China's extensive distribution network, users will be able to easily get access to Altium's latest solution.

Jay Cao, Regional Director for Altium in China, said, "This new partnership represents a strong investment by Altium in the China market and is part of our increased investment program to help expand Altium's localized technical and sales support for China's electronics designers.

"Digital China's brand leadership, close relationships with government, the academic sector, and with the commercial sector, combine to give Altium significantly greater coverage in our quickest growing region.

"The combination of Altium's vendor-independent solution and Digital China's significant distribution network will bring next-generation solutions to even more of China's electronic designers. More designers will have access to Altium's single design environment, which makes it easy for electronics professionals to use their existing skill-sets in the new "soft design" programmable space, raising their effectiveness and giving them new ways to create new designs.

"This partnership supports the move by China from 'made in China' to 'designed in China', from a manufacturer to a designer and developer of leading edge electronics products. It continues our goal of supporting the growth of China's best and brightest designers."

Mr.Li Sheng-Li, General Manager, Software Division of Digital China, said, "Altium is a strong complement to the software brands with which we partner, which include Oracle and Microsoft. Having Altium as a partner will allow our company to expand our offerings significantly to our customers and to the market. Our company sells both software and computer hardware and peripherals. Altium bridges both areas, and provides Chinese software designers with the perfect tool to create new electronic designs in new ways.

"Altium's unified architecture provides designers with a much-improved design environment that is more flexible, and which lets them bring designs to market much quicker. With this single unified approach to electronics design, and its functionality across

the design of hardware, software and programmable hardware, we see Altium Designer consolidating its position as the standard electronics design tool in China into the future."

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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, visit www.altium.com

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About Digital China
Digital China Holdings Limited Stock Code: 00861.HK) is a leading information technology company in China. Headquartered in Beijing, Digital China has regional centers in 19 major cities in China. Digital China has been focusing on transforming itself into the most comprehensive IT Solution Provider in China, focusing on three major business segments: distribution of IT products; distribution of systems products; and system integration and IT services. Digital China has been providing IT services to major account customers within major industries, covering IT consultancy, services, application development services, system integration services and IT outsourcing services. Digital China also distributes a vast range of IT products including PCs, servers, storage products, peripherals, networking products, mobile office equipment, wireless access equipment and software such as system management software, storage software, middleware, database software, through a network of over 9,000 resellers and agents across the country.
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