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Altium reseller Transfer adds TASKING compiler to Altium solution portfolio

Builds on Altium Designer reseller status in Benelux

SYDNEY, Australia – March 16, 2009 – Altium has appointed existing Benelux reseller Transfer B.V. to resell its TASKING embedded software development solution.

The appointment complements Transfer’s status as a reseller of Altium Designer, Altium’s next generation electronics design solution.

Both companies see new opportunities to extend sales of Altium Designer and TASKING in the Benelux countries. Transfer has been an Altium Designer reseller for over five years, growing sales in Altium’s unified electronics design solution by double year on year.

“Altium’s focus remains on next generation electronics design solutions,” said Frank Hoschar, vice president of sales and support for Altium’s EMEA region. “Our unified electronics design solution, Altium Designer, helps electronics designers to focus on creating intelligent, connected electronics products. They can experiment with new devices, explore new concepts, rapidly create prototypes, design and lay out custom PCBs, and manage the outputs required to go to manufacture, all in a single, holistic design environment.

“Altium’s TASKING suite of embedded software development tools complements this unified design solution, and continues to be much in demand across Europe.

“Bringing the two solutions into a single portfolio with Transfer will let Altium provide a single point of contact for electronics engineers in the Benelux countries. They will have even more opportunity to develop next generation electronic products, be better positioned to ride out the current economic downturn, and have the right tools for the future.”

Peter de Ruiter, owner and commercial director at Transfer B.V., said, “We believe Altium will lead the way into the future with its unified design approach, extensive feature set and the opportunities for designers to transition from fixed hardware design to programmable hardware design. We are very pleased that Transfer can now offer the complete Altium solution portfolio and look forward to continuing the close relationship with Altium.”

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About Altium

Altium Limited (ASX:ALU) provides next-generation electronics design solutions that break down the barriers to innovation. 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, linking all aspects of electronics product design into one process. This unified design environment helps electronics designers easily harness the latest devices and technologies, manage their projects across broad design ‘ecosystems’, and create connected, intelligent designs.

Founded in 1985, Altium has headquarters in Sydney, sales offices in the United States, Europe, China, and resellers in all other major markets. For more information, visit www.altium.com.

About Transfer B.V.

Since 1988, Transfer has provided electronics design solutions in the Benelux region. Services include electronics design solutions and associated services such as training, which help customers control the complexity of the electronic design process.