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Altium appoints four new resellers Altium continues to expand reseller network in the Americas

SYDNEY, Australia – September 11, 2009 – Altium has appointed four new resellers in the US to sell Altium’s next generation electronics design solutions, including Altium Designer and its reconfigurable Desktop NanoBoard.

Affinity Alliance, Quantum – Marathon, Dacer Solutions and Earle Associates join Altium’s growing list of resellers. Over the past 10 months, Altium has appointed resellers in Canada, Israel, Sweden, Denmark and France. In the last 12 months, Altium has appointed a total of 14 resellers as part of a worldwide campaign to strengthen sales and support changes made to Altium’s business model.

“Altium is already seeing positive results from our decision to make it even more affordable for designers to buy Altium Designer,” said Gerry Gaffney, Senior Vice President & General Manager – Americas. “Electronics designers want the latest technologies as soon as they are made available. Our solution and price point now make that possible for more engineers than ever.

“And by appointing more resellers in these regions, Altium can better service local demand and provide more opportunities for engineers to exploit the advantages of holistic electronics design.”

Pricing and availability

The latest release of Altium Designer, just released, is available either by subscription for the equivalent of US\$195 per month (in 12-month blocks) or as a perpetual license for US\$3,995.

Information on [Altium Designer](#), the latest [new features](#), and those added over the past [12 months](#), is on Altium's [web site](#). More detailed information on Altium Designer is at the [Altium Wiki](#).

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About Altium

Altium Limited (ASX:ALU) provides next generation electronics design software that breaks down the barriers to innovation. Altium's unified electronics design environment links all aspects of electronics product design into one process, in a single application. This helps electronics designers 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.

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