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Altium joins European fight against piracy Altium extends its support to the BSA in Europe

SYDNEY, Australia– July 2, 2007 – Altium Limited, the electronics design industry’s leading developer of unified electronic product development solutions, has extended its Business Software Alliance (BSA) membership to include the Europe, Middle East and Africa (EMEA) region. The move will strengthen Altium’s IP protection and complement its anti-piracy movements in China and the rest of Asia.

The move will see Altium join BSA’s efforts to crack down on the \$US48 billion black hole caused by piracy – with over 40% of these losses stemming from the EMEA region alone. Many European countries have shown an overall decline in piracy rates since 2003, however characteristics vary with each country and market. For example, Greece which has a piracy rate of 58% experienced industry losses of \$198 million last year, while the United Kingdom which has a piracy rate of 26% — one of the lowest in the EMEA region — experienced losses of more than \$1.8 billion¹. But software piracy not only has a detrimental effect on the software industry, it also poses a threat to the IT industry, ultimately affecting local job opportunities and investments into research and development.

The EMEA region is a very large market for Altium, making up more than 33% of total sales in the financial year ending June 30, 2007. Altium’s increased support for the BSA is a positive step forward, helping Altium to protect its IP and secure future innovations in electronics design.

¹ Fifth Annual BSA and IDC Global Software Piracy Study

“Any loss from piracy is a loss for innovation,” comments Frank Hoschar, Managing Director and VP Sales & Support EMEA, Altium. “Altium introduced nearly three new features to our unified electronics design solution Altium Designer every business day during our last financial year, and increased our R&D budget by 22%. This represents a significant commitment to research and development, and a significant commitment to keeping our customers up to date. It’s in the interests of research and development that software companies, like Altium, support efforts to protect IP and educate organizations on effective software management. Altium is a proud supporter of such campaigns. Without them, investment will drop, R&D will drop, and economic growth will falter.”

Neil MacBride, Vice President, Anti-Piracy and General Counsel, Business Software Alliance, said: “BSA has strategic programmes in place around the world that aim to drive down piracy rates and raise awareness of the importance of managing software licenses effectively. Altium extending its support to EMEA highlights the importance of reducing software piracy on a global basis, not just for the software industry but for worldwide economies, and we look forward to their valuable input to the region.”

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About Altium

Altium Limited (ASX:ALU) is the leading developer of electronic product development solutions dedicated to unifying the different disciplines involved in electronics design. Altium products ensure all electronic engineers, designers, developers, and their organizations, take maximum advantage of emerging design technologies to bring smarter products to market faster and easier. 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.

About BSA

The Business Software Alliance (www.bsa.org) is the foremost organization dedicated to promoting a safe and legal digital world. BSA is the voice of the world's commercial software industry and its hardware partners before governments and in the international marketplace. Its members represent one of the fastest growing industries in the world. BSA programmes foster technology innovation through education and policy initiatives that promote copyright protection, cyber security, trade and e-commerce. BSA members include Adobe, Altium, Apple, Attachmate, Autodesk, Avid, Babylon, Bentley Systems, Centennial Software, Corel, CNC, CyberLink, Enteo Software, Famatech, Inus Technology, LINKService, Materialise Software, Microsoft, Mindjet, Monotype Imaging,

O&O Software, Quark, Quest Software, Ringler Informatik, Rosetta Stone, Scalable Software, Siemens PLM, SolidWorks, Staff & Line, Symantec, Synopsys, Tekla, Tele Atlas, The MathWorks

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