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**Altium USA Media Contact**

Sarah Seifert  
Edelman  
800 West El Camino Real Ste. 400  
Mountain View, CA 94040  
USA  
www.edelman.com  
Telephone: +1 650 968 4033  
Fax: +1 650 968 2201  
Email: sarah.seifert@edelman.com

**Corporate Media Contact**

Jessica Maxwell  
Altium Limited  
Level 3, 12a Rodborough Road  
Frenchs Forest, NSW 2086  
Australia  
www.altium.com  
Telephone: +61 2 9975 7710  
Fax: +61 2 9975 7720  
Email: jessica.maxwell@altium.com.au

**For immediate release**

## **Altium restructures reseller network in India**

### **Embedded Systems Solutions appointed as exclusive Altium reseller**

SYDNEY, Australia – April 28, 2004 – Altium Limited (ASX: ALU), a leading developer of Windows-based electronics design software, today announced the restructure of its reseller network in India. Altium has appointed Embedded Systems Solutions as the sole reseller for its entire product range throughout India. Embedded Systems Solutions will replace Altium's previous network of six separate resellers; streamlining Altium's distribution model in India, which will enable Altium to provide its customers in India with higher levels of sales and support services.

*"India is shaping up to become a world powerhouse for the design and development of a wide range of high-tech products," said Kayvan Oboudiyat, CEO, Altium. "To enable this rapid growth and keep up with demand, electronics design engineers in India need access to powerful and professional design tools at affordable prices that enable them to take advantage of the latest design technologies. To serve this need, we decided to restructure our reseller network in India."*

Oboudiyat continued: *"Due to recent expansion of Altium's product range, it was important for us to partner with a reseller that has both the expertise and resources to represent our new LiveDesign-enabled product range to the Indian market. Embedded Systems Solutions was the perfect choice due to its strong background in embedded systems and its excellent coverage of the Indian market."*

### **About Embedded Systems Solutions Pvt. Ltd.**

Embedded Systems Solutions Pvt. Ltd., an ESA group company, has been a leading single-stop provider of hardware and software solutions for the embedded systems market in India since 1996. With five offices across India, Embedded Systems Solutions specializes in microprocessor-based products for engineers working in both mainstream industry and in educational and research institutions. Contact details and more information are available at [www.embeddedindia.com](http://www.embeddedindia.com).

## About Altium Limited

Altium Limited (ASX: ALU) is a global developer and supplier of electronics design software for the Microsoft Windows environment. Founded in 1985, Altium released the world's first Microsoft Windows–based printed circuit board design tool in 1991 and continues to provide advanced, easy-to-use and affordable software design tools to electronics engineers, designers, and developers worldwide. Altium's products offer tailored solutions covering a range of hardware and software design processes including the well-known Protel, P-CAD and TASKING brands. Altium is headquartered in Sydney, Australia and has sales and support offices in Australia, the United States, Japan and Europe. More information is available at [www.altium.com](http://www.altium.com).

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