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Vendors get helping hand to develop European presence

London, UK – 15th May 2006 – Launchpad Europe, a UK based business development organisation, today announces it is open for business. Created to assist technology and telecoms vendors to develop channel partnerships and sales revenues in the UK and mainland Europe, Launchpad Europe aims to give vendors a slice of this European action for a relatively small slice of the usual country start-up costs. Europe is the largest slice of the ICT sector, representing 33% of the global marketplace, equivalent to €669 billion according to the European Information Technology Observatory (EITO).

Launchpad Europe provides the full range of bespoke services to accelerate existing businesses, start-ups and new entrants to profit in the European market. Focused on the advancement of strategic partnerships and market share, it will assist in the selection, support and development of channel partners including distributors, resellers and systems integrators. The services on offer include:

- business analysis and market report
- sales: channel and/or direct
- marketing and PR
- financial and legal
- technical support

Jon Toigo, CEO and founder of Toigo Partners International commented: *“Europe presents a rich opportunity for tech companies with innovative ideas – particularly in the areas of efficiency and data management. However, cultural and financial barriers often constrain the efforts of smaller players to gain visibility and market share in Europe. Launchpad is one of those unique partners that can help companies to reach their goals in Europe. These guys are pros who are also very accessible and willing to help. If you have a solid product, Launchpad is poised to assist you.”*

Ken Ingram, founder and director of Launchpad Europe explains: *"It's important for all serious players to be present in Europe, otherwise they are losing opportunities with a third of their potential customers. But it is not strictly necessary to have a large presence to gain traction. Due to economic pressures many vendors have shied away from developing their business in Europe, primarily because of concerns of high entry costs. Now they can develop their full potential at a low cost and without losing the all important domestic focus."*

Ingram continued: *"We support vendors with comprehensive technical expertise and market knowledge, getting them talking to the right people at the right time for the maximum return on investment."*

In the longer term, Launchpad Europe will also provide a launchpad for companies into other geographical regions, following a similar format to the European service. This will include handling the establishment of local offices, logistics, marketing, channel and sales support and executive search.

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About Launchpad Europe:

Launchpad Europe is a global reaching company, specialising in providing internationally focused organisations with a presence throughout Europe and beyond. Our service ranges from individual sales representation to building an entire, fully functional business entity.

Launchpad provides and supports the full range of:

- sales and marketing activities
- direct and indirect third party channel representation
- distribution
- technical backup and support services
- legal and financial advice
- HR functionality

For more information about Launchpad Europe, please visit www.launchpad-europe.com or telephone +1 781 519 0245 / +44 (0) 20 8255 2345 and email countdown@launchpad-europe.com

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