



INTELLIFLO APPOINTS SALES AND MARKETING MANAGER

12 July 2007

IntelliFlo has expanded its senior management team with the appointment of Wenda Field as Sales and Marketing Manager.

Wenda joins IntelliFlo from Synaptic Systems Ltd where she managed the company's customer facing teams including internal and external sales, marketing and customer support. In addition, Wenda was directly responsible for Synaptic's Key and National Accounts.

Prior to joining Synaptic, Wenda worked within the insurance sector for 15 years in various roles, latterly as Group Development Director with a large underwriting insurer.

Wenda commented, "I am very excited about joining such a forward thinking, innovative company and am looking forward to delivering and exceeding the Company's business objectives."

Nick Eatock, Chief Executive Officer of IntelliFlo, added, "We are delighted to bring Wenda on board, particularly as she chose IntelliFlo ahead of a number of other offers. Our sales activity continues to increase to the extent that it is time we had someone of Wendy's experience and calibre to help with this side of our business."

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Editors' notes

IntelliFlo has been providing Information Technology services to companies large and small since its formation in 1997. Its team of dedicated IT and business professionals have collective expertise across many different markets and are highly skilled in a whole host of technologies. They have proven experience in delivering effective solutions meeting a wide range of business needs. In the last year IntelliFlo has made over 800

major enhancements to Intelligent Office and continues to deliver further enhancements to the product at a rapid rate.

Nick Eatock founded the original IntelliFlo business in 1997 and has built the company into a leading software provider to the financial services market. Nick also spearheaded the MBO of the company in 2004 enabling IntelliFlo to move to its next stage as an extremely well-funded operation providing strong enterprise technology with an impressive and growing client base.

IntelliFlo is the winner of the "Best Technology Software Provider" award in the Professional Adviser Awards 2007