



To: News Editors

Wednesday 4th February 2009

**INTELLIFLO EXPANDS SALES TEAM WITH
NEW SALES EXECUTIVE**

Award-winning front and back office software provider IntelliFlo, has expanded its sales team with the appointment of Sales Executive, Brenda Mahoney. She previously spent 3½ years as a Senior Sales Executive with Capita Financial Services Ltd, where she achieved record-breaking monthly revenues, selling research systems to financial advisers throughout the UK. In addition, Brenda has over 7 years experience working within the sales and marketing industry – firstly at Kemps publishing group before moving into sales at the Mirror Trinity Group.

Brenda commented, “IntelliFlo has a fantastic reputation within the financial services industry and I am very excited to be joining such a highly regarded and innovative company. I plan to use my experience of the UK intermediary market to help IntelliFlo not only meet but exceed their sales objectives.”

Nick Eatock, Chief Executive Officer of IntelliFlo, added, “We are delighted to welcome Brenda to the IntelliFlo team. We pride ourselves on offering our customers the very best service and our policy of only employing those with relevant financial services experience ensures they ‘hit the ground running’. Brenda will no doubt be a positive force and bring a new dimension to our sales effort. It is very encouraging for both IntelliFlo and our customers that our sales activity continues to increase and that we are able to create new jobs in this challenging economic environment.”

Issued on behalf of IntelliFlo by Quill PR.

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Editor's notes

IntelliFlo (www.intelliflo.com) has been providing Information Technology services to financial services companies, both large and small since its formation in 2004. Its team of dedicated IT and business professionals have expertise across many different markets and technologies, with proven experience delivering effective solutions to a wide range of business needs. In the last year alone IntelliFlo has made over 1,000 major enhancements to Intelligent Office and continues to deliver further improvements at a rapid rate. Intelligent Office is the fastest growing solution in the marketplace with over 6,000 users.

IntelliFlo won the "Best Technology Software Provider" award in the Professional Adviser Awards 2007 and was Highly Commended in 2009. Intelliflo also won the "Most Enterprising Company' Award" in the Annual UK Business Achievement Awards 2008.