



To: News/Appointments Editors

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INTELLIFLO EXPANDS TEAM WITH TWO NEW APPOINTMENTS

Award-winning front and back office software provider IntelliFlo, has made two senior level appointments to its fast growing team.

Director of Distribution Sophie Hall will focus on building relationships with the large distribution channels and will work within the IntelliFlo team to advise on the development and implementation of a variety of new business propositions. Sophie has held positions in various large B2C businesses, and joins IntelliFlo from Home of Choice, one of the UK's largest mortgage distribution networks. Sophie commented, "I'm delighted to join such a high calibre company and look forward to expanding IntelliFlo's intermediary proposition."

Sales Executive Mike Rawnsley is the latest addition to the thriving IntelliFlo sales team. He has over 13 years experience working in blue chip organizations including Pendragon and Sytner Group. Mike added, "IntelliFlo are at the forefront of technology and continually demonstrate rapid growth and innovation which has won them many highly recognised industry awards. I am looking forward to working with such an impressive product and team."

IntelliFlo's Chief Executive Officer Nick Eatock stated, "We are delighted to welcome Sophie and Mike to the IntelliFlo team. We have had a very busy and successful year - with the launch of the integrated mortgage sourcing functionality, the partnership with SimplyBiz and a number of high profile business wins. With these latest appointments, we have brought together a highly efficient and specialist team who are perfectly placed to drive our business and intermediary offering forward into 2010."

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.