

**PRESS RELEASE****STREAMSERVE APPOINTS THREE SENIOR EXECUTIVES  
TO SUPPORT ITS DRIVE INTO THE NEW  
ENTERPRISE BUSINESS COMMUNICATIONS MARKET**

London, UK, March 7, 2002 – StreamServe has announced the appointment of three new senior executives - Giovanni Bindoni as Chief Operating Officer, Hal Bennett as President of StreamServe Americas, and Mike Fell as UK Managing Director. The appointments are part of an aggressive recruitment campaign that supports StreamServe's drive to become the world's leading provider of enterprise business communications software. Recent figures from analyst groups indicate that a new multi-billion dollar market segment is developing in enterprise business communications, and StreamServe has been identified as an innovator and a leading player in this market.

"Enterprise sales around the StreamServe Business Communications Platform are growing rapidly, as larger companies begin to understand the strategic benefits of more personal, intelligent and cost-effective business communications," said Nick Earle, CEO of StreamServe. "To capitalise on this, and accelerate our market position, we have appointed three senior executives with proven enterprise sales success, and leadership experience at the highest level."

The StreamServe Business Communication Platform allows a company's systems, such as ERP, E-Commerce or CRM, to communicate with people and with other systems in almost any format. It helps companies drive revenue through new channels such as the Internet, and differentiate on a more intelligent and personal customer service. It also helps companies replace expensive paper-based communications with faster, cheaper electronic communications.

***Giovanni Bindoni, Chief Operating Officer, StreamServe***

As Chief Operating Officer, Giovanni Bindoni assumes overall responsibility for StreamServe's country operations, as well as the company's rapidly expanding Enterprise Sales and Professional Services consulting divisions. Bindoni brings over 22 years of sales and marketing experience to his new role, 18 of those within the IT industry. Before joining StreamServe, Bindoni was the Managing Director of Inktomi Europe, and spent five years at Baan, culminating in the role of President, EMEA. Bindoni has also held senior management positions at Tandem, Canon and NCR.

***Hal Bennett, President, StreamServe Americas***

As President of StreamServe Americas, Hal Bennett will be responsible for expanding StreamServe's presence in the North American enterprise market. Bennett joins StreamServe from Mirror Image Internet, where he held the position of vice-president of business development, responsible for the company's alliance strategy and execution. Prior to this, Bennett rose through the ranks at IBM to become director of global alliances, where he managed a team focused on ERP, CRM and SCM partnerships with companies such as SAP, Baan and Peoplesoft.

***Mike Fell, Managing Director, StreamServe UK***

As UK Managing Director, Fell will be responsible for increasing UK enterprise sales with a particular focus on the financial services, telecoms and retail sectors. Fell brings over 15 years IT sales experience to his new role. Before joining StreamServe, he spent five years at JD Edwards, where he worked in Nordic Region Sales, rising through the ranks to become UK Sales Manager for the company's services, consumer and industrial sectors. Fell has also held senior sales positions at IBM and Dun & Bradstreet.

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**About StreamServe:**

*StreamServe is a provider of business communication software. Its solutions enable companies to manage, personalize, and automate the flow of critical business information between its customers, suppliers, and eMarketplaces.*

*StreamServe began operations in Sweden in 1995. Over the past seven years, it has experienced explosive growth and now has offices in the United States, Singapore, Germany, France, the United Kingdom, the Netherlands, Finland, Denmark, Spain and Norway. StreamServe has more than 3,000 customers across a wide range of industries representing the new and old economies. The company has partnerships with major business application vendors, such as SAP, Oracle, IFS, Intentia, Baan and Scala. The company also has a partnership with Hewlett-Packard, eBusiness providers and systems integrators. For more information on StreamServe, please visit [www.streamserve.com](http://www.streamserve.com)*

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