



PRESS RELEASE
For immediate distribution

**Swiss High-Tech Firms Announce Landmark Merger to Create
Global Software & Professional Services Enterprise**

Zurich, Switzerland - September 5th, 2007- Cognosense and Boxalino, two Swiss technology companies, have today announced plans to merge their operations as part of an agreement that will see the newly created corporation become a leading global software and professional services provider.

The new corporation will retain the Boxalino name and will continue to be headquartered in Zurich (Switzerland) and will have subsidiaries in Beijing (China), and in Montreal (Canada). Mr. Erick Caron, CEO and Delegate of the Board for Cognosense will continue in the same capacity with the newly merged Boxalino.

The merger will position Boxalino as an innovative provider of advanced software development tools and technologies in the fields of intelligent search, customer care, personalization and profiling. These technologies will create a new standard of reliable, integrated self-learning services devoted to enhancing a corporation's customer experience. Boxalino will improve the profitability of both online and brick-and-mortar industry verticals like call-centers, E-Commerce portals and various other retail trade industries while exceeding their customer expectations.

"We want to offer an enhanced return on investment to our customer by improving both their e-business development processes and the user experience on their applications. The newly merged company will operate in an improved financial and technical environment to better serve our customers, which will accelerate our growth on a worldwide base. Our integrated worldwide presence will allow us to put in place an aggressive global go-to-market strategy" says Erik Caron, CEO, Vice-Chairman and Delegate of the Board of Directors.

New Boxalino executive team:

- **Dr. Christian Wenger** has been nominated as the Chairman of the new company. Dr. Wenger was admitted to the bar in 1993 and is partner of the Swiss law firm Wenger & Vieli. Dr. Wenger is also Chairman of the CTI Invest, a member of the Executive Committees of the SECA (Swiss Venture Capital and Corporate Finance Association) and the EVCA (European Venture Capital Association)
- **Mr. Erick Caron**, currently the CEO of Cognosense, will serve as CEO, Delegate and Vice-Chairman of the Board of Directors.
- **Mr. Michael Ammann**, originally the founder of Boxalino, will take up the position of Chief Technology Officer.
- **Mr. Sylvain Paillard**, who was one of the co-founders of Cognosense, will become Executive Vice-President.

About Cognosense:

Founded in 2004 and headquartered in Lausanne, Switzerland, Cognosense delivers a suite of solutions that provide both intelligent guided search functions and personalized recommendations. In 2006, the company established a wholly owned subsidiary in Beijing, P.R. China - Cognosense (Beijing) Technology Co. Ltd. - as a base to manage its R&D and business development efforts for the Asia Pacific region.

www.cognosense.com

About Boxalino:

Based in Zurich, Boxalino is a modular E-business software company. Boxalino's proprietary application toolbox technology suite is now widely adopted across multiple government and industry stakeholders. In order to help realize each stakeholder's "E-Business strategy", Boxalino offers a flexible and efficient platform designed to enhance functionality in the areas of integrated E-Commerce, E-CRM, and E-Content Management.

www.boxalino.com

For further information contact:

Erick Caron

Boxalino

Chief Executive Officer

corporate@boxalino.com

+41 79 648 0565