



Press Release

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7DistriInfo appoints Jos Helewaut, VP International Business Development

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One year after introducing @lizes, the highly successful field service management solution that runs on Palm OS, 7DistriInfo is reinforcing its European presence **by opening an international office** in the Benelux.

The opening of the office also marks the appointment of Jos Helewaut to Vice President International Business Development. Mr. Helewaut will be responsible for the development of sales in Europe. Jos Helewaut brings more than 30 years of experience in the area of imaging, sound and computer technology to @lizes. He began his career at Barco Electronics, a manufacturer of material for television studios, as International Sales Director. He then moved on to become a partner in a Belgian start-up that specialized in data communication, Devlonics Terminals. In 1989 he established his first company in France, which was the first to sell the WorldPort pocket modem in Europe.

One of the highlights of his career was his appointment to Chairman and Managing Director of US Robotics in Europe between 1991 and 1997. He then spent 2 years in Africa and the Middle East as Managing Director of 3Com. Born in 1950, Jos Helewaut has a master's degree in applied economic sciences from the University of St. Ignace (UFSIA, Belgium) and specializes in international business.

In 1999 he gave his career a new twist by supporting start-ups in France, Belgium, Sweden, Spain and the US. He played an active role in the establishment of companies such as ELSA in the Benelux and the Nordic region and Net2Phone in Western Europe, both of which have become leaders in their markets.

By integrating the 7DistriInfo teams, his role will be to set-up and manage the infrastructure required to launch, promote, sell and distribute the @lizes solution outside of France (Europe and US). In the beginning the company will target markets such as IT, pharmaceuticals, food and beverage and opinion polling institutes.

"My short-term objective is to coordinate the introduction of the @lizes solution in the Benelux, Great Britain and Germany. I expect the company to cover the whole of Western Europe by the end of 2002," explained Helewaut on his appointment.

"@lizés: The nomad user's best friend."

The mobile solution that runs on Palm OS, @lizés is highly personalizable. It is not only easy to adapt to the requirements and constraints of any company, it all provides immediate access to all relevant information. @lizés' pocket size makes it the perfect mobile companion when visiting customers, sales points or storage locations. It is also easy to adapt to the different demands of field sales representatives, opinion pollers, pharmaceutical sales representatives, insurance agents and service engineers, among others.

The key advantages of the @lizés solution

- Know more about your competitors
- Optimize sales
- Evaluate field sales performance
- Improve your negotiation position
- Communicate immediately with your field sales
- Evaluate the efficacy of your marketing promotions
- Position your product portfolio better
- Forecast demand and anticipate stock shortages
- Analyze and utilize information real-time

About 7DistriInfo

7DistriInfo is a French company that was established in 1999 by Stéphane Burlon when the PALM Pilot was launched in France. 7DistriInfo's goal is to become a Pan-European company. The 7DistriInfo team consists of people who have extensive experience in the IT and distribution sectors. This expertise enables the company to provide comprehensive solutions that can be personalized to suit any company's requirements.

7DistriInfo provides strategic sales consulting and global support: from RFPs to on-site deployment, training, leasing, hosting and maintenance.

For more information about @lizés, visit our web site at www.7distriinfo.com