



## **PRESS RELEASE**

For immediate distribution

### **Soluteo Appoints Head of North American Sales and Marketing**

**April 18, 2007** - MONTREAL, – April 18, 2007 -- Soluteo, a specialist in developing mobile solutions for the BlackBerry® platform from Research In Motion (RIM) (Nasdaq: RIMM), today announced the appointment of sales and marketing veteran, David MacFarlane, as head of the company's North American sales and marketing operations.

As head of North American sales and marketing, David MacFarlane is responsible for growing Soluteo's existing client base, generating North American sales revenue, and growing the team to support expansion. He brings more than 20 years of telecommunications experience to Soluteo. Most recently, MacFarlane was the president of Idokorro Mobile. Prior to Idokorro, MacFarlane held numerous high-level positions in the telecommunications industry.

"David is bringing extensive sales and marketing experience specific to mobile applications" said Sigisbert Ratier, President of Soluteo. "Soluteo customers are already reaping the benefits of increased productivity; communication and customer service and these benefits can be measured showing very high returns on investment. We are committed to expanding our operations to better serve North American businesses".

Soluteo has a growing customer base of satisfied customers in a wide variety of industries. They each chose Soluteo to mobilize their existing processes using BlackBerry and BlackBerry smartphones to make their employees more efficient and to improve customer service.

Soluteo's North American office is located at  
445 St-Pierre Street, Suite 403,  
Montreal Quebec H2Y 2M8,  
phone (514) 906-7474.

#### **About Soluteo**

A leader in the development of mobile solutions exclusively for the BlackBerry platform, Soluteo tailors solutions to the needs of today's businesses using CRM, FFA, Data Acquisition and Electronic Forms software.

Market Research, Transport, Management or Security... more and more companies need to be connected in real time. The BlackBerry smartphone is becoming an indispensable tool for many business people in various industries. Soluteo solutions increase returns on your BlackBerry investment by saving you time and money. We offer tailor-made solutions and outstanding service, including complete integration, training and support.



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Contact us today. We have a business solution for you. For more information, please visit [www.soluteo.com](http://www.soluteo.com)

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