

## PRESS RELEASE

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### ***TXT Polymedia S.p.A. joins IBM's ISV Advantage Initiative***

*TXT Polymedia S.p.A. joins IBM's ISV Advantage Initiative to help Small Medium Business (SMB) customers in many different market segments to take benefit from a powerful Multi-Channel Content Management and Web Portal offering*

TXT Polymedia S.p.A., a subsidiary of TXT e-Solutions S.p.A., and a leading supplier of products and services for multi-channel content management and interactive cross-media service management for the broadcasting, media and telco sectors and to enterprise companies, has joined IBM's ISV Advantage Initiative, a program designed to provide independent software vendors (ISVs) with technical and marketing support to help meet the specific information technology needs of SMB customers. Customers are seeking solutions that help them better integrate processes and applications internally and externally and allow them to quickly respond to changing market opportunities on demand.

In November 2006 Polymedia announced the Web Portal Edition solution. The solution is dedicated to organizations with an ever-changing, often complex and extended internet presence, which requires user and access management. Polymedia Web Portal Edition enables companies to create high-performance portals, with easy and reliable multi-channel content management, including video to offer services like business television and advanced e-learning.

Enabling the new Web Portal Edition of the Polymedia solution on IBM DB2 9 on Linux will help TXT expand into the SMB market faster and more effectively than what is possible with proprietary platforms.

"Our technical staff – says Alvis Braga Illa, CEO of TXT – was enthusiastic about the native XML and Relational capabilities of the new DB2 9 version, and the ISV Advantage initiative has given us the opportunity to exploit IBM technology infrastructure and TXT application skills for a business partnership, which will make available to many new SMB customers the open, innovative, on demand solution they need."

"It's our strategy to work with the best-of-bread application provider, enable them on IBM hardware and middleware infrastructure, and make them available as innovative, open, on-demand solutions for all our business segments," says Gabi Tal, Director, ISV & Developer Relations, SouthWest Europe "TXT is an international company whose market leadership is proven by customer success stories in many countries, this makes them an ideal partner for IBM in the small and medium business market. This collaboration will bring business value to IBM, TXT, and more importantly to our customers."

The IBM Information Management family includes products that are designed and priced specifically for small and medium businesses - easy to install and manage, scalable to grow with a business, rich in functionality, and based on open standards to allow integration with existing software and hardware platforms.

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TXT will also work closely with IBM to expand its visibility in target vertical industries through various co-marketing and sales activities.

### **About TXT Polymedia**

*TXT Polymedia, a leading supplier of products and services for multi-channel content management and interactive cross-media service management for the broadcasting, media, telco and enterprise sectors, is a fully owned subsidiary of TXT e-solutions.*

*TXT e-solutions ([www.txgroup.com](http://www.txgroup.com)) is a European leader in strategic enterprise solutions and related proprietary software, particularly for content management and demand & supply chain management. Listed in the TechStar and Allstars segments of the Italian stock exchange (TXTS and TXTMI), TXT employs approximately 500 professionals. TXT is headquartered in Milan and has offices in Rome, Paris, Lyon, Barcelona, Chemnitz, Halle, London and New York.*

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