



**PRESS RELEASE**  
**Milan, 17<sup>th</sup> December 2008**

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## **Marco Guida appointed CEO of TXT e-solutions**

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The Board of TXT e-solutions S.p.A., a global leader in Demand & Supply Chain Management and Media & Channel Integration software solutions, has appointed Marco Edoardo Guida as CEO of the Company and of TXT Group as of 1 January 2009.

This appointment completes the restructuring and redefinition of management roles and responsibilities, initiated by Mr Braga Illa in 2006 and continued through 2008 with the reorganization of the business into the three business areas, TXT Perform, TXT Polymedia and TXT Next.

The Board has acknowledged with satisfaction the positive results obtained by Marco Guida, and his key role in the international development of the company, in the commercial success of TXT Perform products, in the growing synergy between TXT Polymedia and TXT Perform, and in the strategic refocusing of TXT Next.

These initial results are essential in order to attain future growth objectives and income results expected for the Group, in all its companies and divisions, and especially in TXTPerform.

The Board of Directors has therefore appointed Marco Guida as CEO of TXT Group, vesting him with powers of administration on all Group companies. The Chairman is therefore leaving the responsibility of Group CEO and, as the current economic environment demands, will concentrate on developing new strategies, acquisitions and alliances, on governance and on external communications, with the main objectives of reinforcing the TXT brand and creating value for shareholders.

Marco Guida – age 47 - is a *cum laude* graduate in Electronic Engineering at the Politecnico of Milan and holds an Executive Management Diploma from the London Business School.

Guida is also a Director and member of the Executive Committee of TXT e-solutions. He joined the TXT Group in 1994 as Manager of the division which subsequently became TXT Polymedia. In 2000, he was appointed Vice-President; in 2001, he was appointed Manager of International Operations, leading the transformation of TXT into an international group, with fifteen offices in Europe and the United States and hundreds of customers world-wide.

Before joining TXT, Guida has held managerial roles at Pirelli Informatica, which he joined in 1988, developing innovative supply chain and logistics solutions for many of the Pirelli Group companies.

*"I am especially proud to have Marco Guida as Group CEO, because he is a very broad leader with exceptional charisma and energy,"* remarked Mr. Braga Illa, Chairman of



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the TXT Group. *"Marco has extensive experience in our sector and has made an enormous contribution to the creation of our international organization, which is growing at a fast pace. He will take direct responsibility for all our companies, steer the Executive Committee and guide a first-rate team of managers, which is our true competitive edge. My personal commitment in TXT will continue, with stronger emphasis on external activities, as the current economic environment demands."*

**TXT e-solutions** is an international software products and solutions vendor and leader in "Strategic Enterprise Solutions" in the industrial and media sectors. The principal business areas in which it operates are *Demand & Supply Chain Management* (DSCM) with TXTPerform offer and *Media & Channel Integration* with TXT Polymedia company (100% subsidiary). The company is listed on the Star segment of the Italian Stock Exchange (TXT IM). TXT has approximately 560 employees. The Company has headquarters in Milan, with offices throughout Italy, in Paris, Lyon, Barcelona, Chemnitz (Dresden), Halle (Leipzig), Bussum, London, Wynyard and New York.

**For further information:**

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