



## **NEWS ANNOUNCEMENT**

*For Immediate Release*

### **Softlinx Retains First Wave International to Expand International Distribution Partners Network**

Westford, MA, September 1, 2003 - Softlinx Inc., a leader in the Enterprise Communication Software and Email Management markets, today announced that it has recruited First Wave International to help develop and implement a significant global expansion plan that will result in the company expanding its distribution in Europe and other key strategic global markets.

Softlinx will be building on its existing success in Europe and recruiting additional resellers and distributors within the United Kingdom, Scandinavia and the Benelux. Other regions currently targeted include Eastern Europe and the Pacific Rim. Through the co-operation, First Wave International will update the Softlinx reseller program to deliver the greatest value to the global reseller network and will locate and introduce select resellers and distributors to Softlinx, who address clearly identified target markets.

Dr. Hikyu Lee, CEO of Softlinx, remarked: "Softlinx is entirely dedicated to forging the closest possible relationships with our global resellers and are encouraged that our recent alliance with First Wave International will assist us to achieve our objectives in this regard and to deliver this within the framework of a world-class partner program. Softlinx is focused on building a close-knit global sales distribution infrastructure on which we can rely for long-term growth".

"We are excited to be working with Softlinx, clearly an industry leader in the Fax communications and Email management markets," stated John Harrison, founder of First Wave International, "and we are looking forward to exceeding their expectations and in helping them to establish valuable long-term partnerships with key distributors and resellers throughout Europe".

Softlinx is currently focused on expanding its representation in the United Kingdom, The Netherlands and Scandinavia. Any organizations that are interested in learning more about opportunities with Softlinx or about the services offered by First Wave International are invited to contact John Harrison at [johnh@firstwaveinternational.com](mailto:johnh@firstwaveinternational.com) or Frank Woo at [fwoo@softlinx.com](mailto:fwoo@softlinx.com).

#### **About First Wave International**

First Wave International is a full-service consulting and business services practice that assists high technology companies in defining and implementing global business development strategies. First Wave provides their clients with consultative assistance from an experienced team to develop highly profitable international market strategies and also provides a full suite of services that encompass the recruitment of resellers and distributors as well as market research and analysis, foreign event management and product localization. First Wave International is

based in Massachusetts USA. For more information visit [www.firstwaveinternational.com](http://www.firstwaveinternational.com) or call (508)-650-4416.

**About Softlinx, Inc.**

Founded in 1993, Softlinx, Inc. is a leading provider of software and professional services for enterprise business communications and email management. Softlinx solutions offer fast, quantifiable return-on-investment (ROI). Softlinx enables its customers to better manage their critical business processes, information delivery and collaboration with customers, partners and employees. Its award winning Replix® and Atomic® families of communication solutions are used worldwide for integrated Document Management, Enterprise Fax Management and Email Attachment Management. The software is built for standards-compliant environments including Windows™, Unix®, Linux™, Solaris™ and Java2EE™. For more information, visit [www.softlinx.com](http://www.softlinx.com) or call 1-800-899-7724.