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Contex Partners with Resellers for Big Opportunities Cultivating Customer Experience Second-to-None

Alleroed, Denmark (May 11, 2009) – Contex, the world's leading wide format scanner manufacturer, is launching a Partner Program offering resellers financial benefits, sales and marketing support and product training. Contex has more than 20 years experience in the wide format market and works closely with 132 distributors around the world.

The Contex Partner Program aims to encourage resellers to take a closer look at wide format scanners as a potential growth area. The program offers resellers rebates and other sales incentives, as well as sales and marketing support designed to help them grow wide format scanner sales. In short, the Partner Program aims to give resellers the support and training they need to get more out of the segment.

"Contex and our channel partners together have a lot to offer potential customers looking for a wide format scanning or copying solution. With this new program, we're partnering even closer to ensure a consistent and ultimate customer experience when you deal with a Contex premium or certified reseller. Our no-compromise approach to consulting our customers for the best solution that fits their need will be even stronger with this new program," says Niels Appel, Executive Vice President, Sales and Marketing for Contex.

Contex is now launching the program in the US and UK. Other selected countries in Europe, Africa and Asia Pacific will follow later this month.

"We're confident that this new strategic channel program from Contex will make a difference for us and our resellers," says Jon Jordan, product manager at UK-based ArtSystems. "The current business conditions are tough, so this new initiative to spur the market and make it easier for us and our resellers to approach and consult prospects is more than welcome."

Scott Barker, President and CEO of US-based Tekgraf agrees. "We're very happy to be working with Contex on launching the new partner program," he says. "There is tremendous growth potential with wide format scanners and this new program provides all the tools needed to grow and expand in the segment."

This program offers a unique opportunity for resellers to profitably expand their product portfolio to wide-format scanning and copying solutions. Ready-made opportunities exist with CAD or document management customers, or with traditional office equipment reselling partners as well as resellers of wide-format printers and RIP software, because there is a good fit with their existing customer segment.

About Contex:

As the world's largest developer and producer of large format imaging solutions, Contex leads the market with innovative technology and advanced scan and copy software applications. Sold worldwide in over 80 countries, Contex solutions are recognized in a wide range of industries for reliability, value, high performance, and superb image quality. For more information, please visit www.contex.com.