

FOR IMMEDIATE RELEASE

**Photizo Group Continues Growth with New European Office
And Top Notch Additions to Executive Force**

Amsterdam, The Netherlands – October 22, 2009 – The Photizo Group continues to grow in response to the burgeoning need for Managed Print Services research, consultation and community. With the opening of a new European office in London, England, the total number of Photizo Group locations is now five. Company headquarters are in Versailles Kentucky, with staff in Boston, New York and Austin, and the newest office in London. Photizo has also expanded its executive force. Senior Consultant **Steven Swift** now heads up the London office for Europe, while **David Cameron, PhD**, has joined the company as Senior Consultant and Partner.

“Interest in the MPS market continues to expand, as more companies and vendors adopt these business models. It is important for the Photizo Group to maintain both the market coverage and the expertise to ensure our customers stay abreast of developments and achieve their MPS goals,” said Ed Crowley, CEO and Senior Partner of the Photizo Group. “We are thrilled to have such esteemed professionals as David and Steven join Photizo. Their contributions are already being felt as we add more value through our MPS services.”

Dr. Cameron has over 20 years in the hardcopy industry. His background includes managing after sales support, engineering and business director leadership positions at Texas Instruments, IBM Global Services and Dell. Most recently, he was Director of Product Development for the startup Imaging Systems business at Dell. The enterprise blossomed into a \$1 billion business, with some of the fastest growth in the industry. Dr. Cameron also teaches Management courses at Texas State University.

“I’m excited to join Photizo Group, as it is a great opportunity to apply my experience in developing innovative products and services to a new market. This is a fantastic challenge to bring fresh ideas and meaningful thought leadership to the industry,” said Cameron.

“I am delighted to be joining Photizo at such an exciting time. MPS is a concept whose time has truly come, and we can expect to see stellar growth rates over the next few years. Photizo has established itself as the industry thought leader in MPS, and is in pole position to provide independent, authoritative market intelligence to both vendors and users,” said Swift. “I have over 15 years experience in the printing and imaging business, and I have been involved with the development of MPS from its earliest days. I hope to

put that experience to good use, helping vendors and users throughout Europe"

As a general manager and business development director, Steven Swift has a long track record of both building and turning around international businesses. He helped establish Ricoh Global Services Europe as a €100M + business, and ran a €140M European business unit for Acco Brands. He has a broad background with experience throughout Europe, the Middle East, Africa, the Americas, and Asia Pacific. His diverse experience includes blue-chip consumer marketing at P&G + Mars, followed by corporate strategy responsibility with an FTSE 100 company. Swift is a graduate of Oxford University with an MA degree in chemistry. His language skills include fluent French. He has completed the Inchcape Senior Management Programme at INSEAD, and courses in corporate finance and M&A.

For more information about the Photizo Group and Managed Print Services, visit at <http://www.managed-print-services.com>.

#

Media contact:

Misty Hamel
+1-617-921-5725
mhamel@photizogroup.com

ABOUT THE PHOTIZO GROUP

The Photizo Group is the market's main source for ongoing business intelligence about the rapidly growing opportunity of Managed Print Services. Since its landmark MPS study released in April 2008 to ongoing research covering North America and Europe, Photizo has emerged as a leader in dynamic business intelligence about the MPS market. Vendors, dealers and enterprises can find MPS information and resources at <http://www.managed-print-services.com>.

"Photizo" is a trademark of the Photizo Group. All other trademarks are the property of their respective owners.