

TRIBOLD PRESS RELEASE

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**BSKYB SELECTS TRIBOLD FOR ENTERPRISE PRODUCT
MANAGEMENT**

London, UK: 26th October, 2010 – Today, Tribold announce Sky, the UK's leading entertainment and communications company, has selected Tribold, the world's number 1 provider of Enterprise Product Management (EPM) software to the communications industry, for its Products and Sales Programme.

Simon Muderack, Tribold's CEO said: "Working with Sky we look forward to improving a number of systems and key processes used to deliver services to new and existing Sky customers."

About Tribold

Tribold is the world's leading provider of Enterprise Product Management (EPM) software specifically developed for Communication Service Providers (CSPs). Tribold EPM™ is a single, integrated suite of Enterprise Product Management applications that empowers CSPs to put products at the heart of their business.

Tribold EPM™ is based on a Centralized Product & Service Catalog (CPC) and a Product & Service Lifecycle Management (PLM) solution.

Dramatic improvements in product management performance enable CSPs to drive increased profit by reducing time to market, decreased cost to market, increased quality of the product management process and increased ability to support product and service innovation.

Today, Tribold EPM manages over US\$35b of products and services for our customers.

Headquartered in London, and with offices in North America and Asia, Tribold was founded in 2003 and is privately held. For more information visit www.tribold.com.

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