

## PRESS RELEASE

Amsterdam, April 9, 2009

# **TIE Kinetix Content Syndication Platform selected by Siemens Enterprise Communications for global partner program;**

**Master Data Management Software Company TIE Holding N.V. ("TIE") listed on the NYSE Euronext Amsterdam Stock Exchange hereby announces that Siemens Enterprise Communications has selected TIE Kinetix Content Syndication Platform as a key part of their worldwide indirect partner program.**

The TIE Kinetix Content Syndication Platform (CSP) will enable Siemens to manage and distribute their marketing and sales information real-time to their worldwide indirect sales channel. After a very successful pilot, it will now become a key part of the worldwide indirect partner program.

*"At Siemens, we understand that giving our partners the best tools possible, not only ensures their success, it ensures our success," said Adrian Honey, Director of Global Channel Marketing at Siemens Enterprise Communications. "Working with TIE, we are able to provide our partners with real-time access to accurate information about our products and services. With ready-branded, targeted campaigns that are available at the click of a mouse, partners can provide information regarding Siemens solutions, quickly, easily and without the need for specialist marketing."*

*"We are very pleased that the pilot proved the value to Siemens of getting their marketing and sales content fast and easy into the worldwide market. They have now chosen to use the power of the TIE technology for their global Partner Program" says Jan Sundelin, CEO of TIE. "By using the TIE Kinetix CS Platform, Siemens will be able to reduce their costs and increase the Marketing reach for Siemens and their channel partners".*

### **Profile TIE**

TIE bridges the gap between online and traditional business. TIE helps industry and supply chain partners to achieve electronic business collaboration with solutions in the traditional and upcoming markets like Data Quality Management, e-Invoicing, Master Data Management and Digital Channel Communications. Our solutions are proven to lower costs, increase revenue and optimize business processes. Because we have decades of experience to share, TIE remains a key contributor to the development and implementation of global eCommerce standards. TIE is a publicly held company with offices in the United States, France, and the Netherlands.

Further information:

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