



PRESS RELEASE

Vianen, 21 July 2009

Improved capital structure Blue Fox facilitates growth strategy

Extraordinary General Meeting of shareholders approves resolution to issue new shares

Blue Fox Enterprises N.V. (BFE) announces that during the Extraordinary General Meeting of shareholders (EGM) held on Monday 20 July 2009, the resolution regarding the issue of new shares was accepted. This share issue, in combination with the option to partly convert the credit facility, which was agreed upon at the end of June with the financier, BFE's capital structure is strengthened. This enables the company to implement its growth strategy.

During the EGM the company elaborated on its growth strategy. Through its company NedGraphics, BFE has held a leading position in CAD/CAM software for the fashion & textile industry for many years now. BFE uses its in-house know-how and expertise to both maintain its leadership position and to enter new markets. The company's multi-year business plan is structured around the "NedGraphics Value Triangle". Plans to structurally increase turnover and enter new markets are key parts of this strategy. Using the core competencies of the NedGraphics organisation, which are the firm's unique know-how of and experience with CAD/CAM applications, the company will launch new (online) products on existing and new markets. It is anticipated to present the first results to an existing and a new group of clients as early October this year. In addition, BFE will deploy an online "go-to-market strategy" to offer new products directly to consumers. BFE expects these initiatives to enable the company to expand its sales markets in the coming three years.

Name change

The announced growth scenario will be accompanied by a complete rebranding, in which the name Blue Fox Enterprises N.V. will be changed. As the brand research is still ongoing, this has not been a topic during the EGM. The board will disclose the new name of the company upon completion of the brand exercise. The proposed amendments to the articles of association will also be put before the shareholders at a later moment.

Profile Blue Fox Enterprises

The sender of this press release is Blue Fox Enterprises N.V., Blue Fox is the first and only supplier of completely integrated software solutions for the international fashion & textile industry. Blue Fox is listed on Euronext Amsterdam.

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