



NEDSENSE  
enterprises n.v.

## Press release

### **BLUE FOX name change to NedSense**

#### **Vianen (NL) – 7 January 2010 – Today Blue Fox Enterprises NV announces the completion of its legal name change to 'NedSense enterprises n.v.'**

The company also announces that as of Monday January 11, 2010 it will change its NYSE Euronext trading symbol from 'BLFOX' to 'NEDSE' and its ISIN code to 'NL0009312842'.

Pieter Aarts, Chief Executive Officer of NedSense enterprises n.v. states: "The name change underlines our commitment to the new strategic direction we embarked on one year ago. The new name, which builds on the backbone of our core business entity NedGraphics, will strengthen our position in the textile and apparel segment. NedSense links the real and virtual world with a portfolio ranging from our market leading CAD CAM technology to the recently announced LOFT™ platform, with the aim to offer solutions that *make sense* and create tangible value to the commercial activities of existing and new customers."

NedSense enterprises n.v. will serve as the umbrella brand for all company activities.

#### **Over NedSense enterprises n.v. en NedGraphics**

NedGraphics is a wholly owned subsidiary of NedSense enterprises n.v. Through its subsidiary, NedSense has built up an impressive track record of developing and producing software solutions for the fashion and textile industry over a period of 30 years.

NedSense serves more than 3.500 customers through a global network of over 42 resellers and agents. Its 14 offices are ideally located in the leading textile, fashion and production centers of the world. To enhance and preserve its dominant market position NedGraphics continues to invest in its highly qualified staff, market research, and product development.

The corporate philosophy and professional approach of NedGraphics ensures a close working relationship with the finest designers and manufacturers by offering them solutions which are of the highest level of functionality. It enables its clients to improve their sales through minimizing "time to market", optimizing product development flow and reducing sampling costs. Each software solution is offered in a fully integrated modular system to guarantee the current and future operational performance.

NedSense is listed on NYSE Euronext Amsterdam [NEDSE]. More information on [www.nedgraphics.com](http://www.nedgraphics.com) and [www.nedsense.com](http://www.nedsense.com).

#### **For more information:**

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