



PRESS RELEASE

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CEES VAN STEIJN APPOINTED AS CHAIRMAN OF BLUE FOX EXECUTIVE BOARD

Cees van Steijn is nominated as the new Chairman of the Executive Board of Blue Fox Enterprises N.V. Mr Van Steijn currently serves as CEO of Priority Telecom N.V.

“At the last shareholders’ meeting, it was announced that we would disclose the name of our new Chairman within several weeks, and we have kept our promise,” says Servaas Houtakkers, Chairman of the Supervisory Board. “We are very pleased to announce the nomination of Cees van Steijn. In addition to having an outstanding track record, he has the background and expertise needed to lead Blue Fox back into profit as soon as possible.” Mr Van Steijn will be available as early as 1 August 2006 to perform activities for Blue Fox.

As we mentioned in a previous press release dated 23 May 2006, an extraordinary shareholders’ meeting is scheduled for 28 August 2006. Cees van Steijn’s nomination as CEO has been included in the agenda for this meeting. As previously announced, the half-year figures will be available then and will be discussed at this meeting, as will an amendment of the Articles of Association in order to comply to the fullest extent possible with the Dutch Corporate Governance Code, the Tabaksblad Code.

About Cees van Steijn

Cees van Steijn studied Business Economics in Amsterdam, and got his MBA in Lausanne. During the 1970s, he gained international experience at Fokker B.V. After earning his Master’s Degree in 1981, he worked for 12 years at the Amsterdam-based management consultancy firm Van de Bunt, where he was a Senior Consultant and partner, respectively.

He served as Managing Director of two publishing companies, first at Meulenhoff Educatief B.V. in Amsterdam from 1993, and, from 1996, also at the Leiden-based SMD uitgevers. From 1999, Cees van Steijn served on the boards at Amsterdam RAI B.V., Newconomy N.V., Landis ICT Group N.V., NOB N.V., and Veronica. These positions entailed that he was also on the supervisory boards of various companies (e.g. SBS Broadcasting, Veronica Holding, Explainer DC, Centraal Boekhuis).

Note: The press release is sent by Blue Fox Enterprises. Blue Fox is the first and only supplier of completely integrated software solutions for the international textile and apparel industry. Blue Fox also distributes CAD/CAM-software for engineering-applications and provides CAD/GIS-solutions on behalf of governmental institutions and CAD/CAM-services like secondment, recruitment & selection and training. Blue Fox is listed on Eurolist of Euronext Amsterdam N.V.

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