

# PRESS RELEASE

**Agfa Graphics**

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## Agfa Graphics Attains Gold Certified Partner Status in Microsoft Partner Program

### :Apogee Development Team Further Distinguishes Itself by Earning a Microsoft Competency in ISV/Software Solutions

**Mortsel, Belgium, June 24, 2009** – today announced it has attained Gold Certified Partner status in the Microsoft Partner Program with a competency in ISV/Software Solutions, recognizing Agfa Graphics' expertise and impact in the technology marketplace. As a Gold Certified Partner, Agfa Graphics has demonstrated expertise with Microsoft technologies and a proven ability to meet customers' needs. Microsoft Gold Certified Partners receive a rich set of benefits, including access, training and support, giving them a competitive advantage in the channel.

"We are extremely pleased to have attained Gold Certified Partner status in the Microsoft Partner Program. This allows us to clearly promote our expertise and relationship with Microsoft to our customers," said Rudi Lamproye, R&D Manager Commercial Software at Agfa Graphics. "The benefits provided through our Gold Certified Partner status will allow us to continue to enhance the offerings that we provide for customers."

"Customers are looking for partner companies that can bridge the gap between their business demands and technology capabilities," said Allison Watson, corporate vice president of the Worldwide Partner Group at Microsoft Corp. "They need to trust in a company that can act as an expert adviser for their long-term strategic technology plans. Microsoft Gold Certified Partners, which have certified expertise and direct training and support from Microsoft, can build a positive customer experience with our technologies. Today, Microsoft recognizes Agfa Graphics as a new Gold Certified Partner for demonstrating its expertise in providing customer satisfaction using Microsoft products and technology."

As one of the requirements for attaining Gold Certified Partner status, Agfa Graphics had to declare a Microsoft Competency. Microsoft Competencies are designed to help differentiate a partner's capabilities with specific Microsoft

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technologies to customers looking for a particular type of solution. Each Competency has a unique set of requirements and benefits, formulated to accurately represent the specific skills and services that partners bring to the technology industry. Within select Competencies, there are Specializations that focus on specific solution areas that recognize deeper expertise within that Competency. Serving as a specialized path to earning those Competencies, Specializations give direct access to the tools and resources that support that specific area of focus.

The ISV/Software Solutions Competency recognizes the skill and focus partners bring to a particular solution set. Microsoft Gold Certified Partners that have obtained this competency have a successful record of developing and marketing packed software based on Microsoft technologies. “Solutions competencies are an important way for Microsoft to better enable ISVs to meet customer needs,” said Walid Abu-Hadba, corporate vice president of the Developer and Platform Evangelism Group at Microsoft Corp. “They allow ISVs to keep and win customers through their deep knowledge of solutions-based Microsoft platform technologies. Microsoft has a long history of working closely with ISV partners to help them deliver compelling solutions and applications to our mutual customers, and the Microsoft Competencies are an important step in continuing to enhance vital relationships with ISVs worldwide.”

The Microsoft Partner Program was launched in October 2003 and represents Microsoft’s ongoing commitment to the success of partners worldwide. The program offers a single, integrated partnering framework that recognizes partner expertise, rewards the total impact that partners have in the technology marketplace, and delivers more value to help partners’ businesses be successful.

## About Agfa

The Agfa-Gevaert Group is one of the world’s leading companies in imaging and information technology. Agfa develops, manufactures and markets analogue and digital systems for the printing industry (Agfa Graphics), for the healthcare sector (Agfa Healthcare), and for specific industrial applications (Agfa Materials). Agfa is headquartered in Mortsel, Belgium. The company is present in 40 countries and has agents in another 100 countries around the globe. The Agfa-Gevaert Group achieved a turnover of 3,032 million euros in 2008.

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**About Agfa Graphics**

Agfa Graphics offers integrated pre-print solutions for the printing industry.

These solutions include consumables, hardware, software, and services for production workflow, design and colour management. The Company's CtP, CtF and digital proofing systems have positioned it as worldwide leader in the commercial printing and packaging industries as well as newspaper publishing markets.

Agfa Graphics is rapidly expanding its offer of products and solutions on the growing digital inkjet market. Its experience in both image technology and emulsions has provided the knowledge necessary to make high-quality systems for UV curable inks. Partnerships with industry leaders in development and manufacturing have expanded the scope of its technology and permitted the company to develop comprehensive digital solutions for printing posters, banners, signs, displays, labels and packaging materials.

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