

Entelegen builds on position as Europe's leading IT sales outsourcing company with acquisition of j-bit Global's sales services business

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LONDON, 18 March 2004: Entelegen, Europe's leading provider of outsourced sales and market acceleration solutions to technology companies, announces further reinforcement of its dominant market position through the acquisition of parts of j-bit Global's sales outsourcing and consultancy business.

j-bit Global delivers core sales, business development, market generation and outsourced management solutions to a range of organisations worldwide. j-bit has partnerships with business and technology partners to develop business strategies, market penetration and growth plans, delivering increased productivity and an absolute focus on revenue. It has helped a number of leading companies across diverse industries, including e-go, Global Beach and Impulsum.

"The outsourced sales market in Europe is reaching maturity and larger service providers are required to service the needs of the market," says John Beaney, founder and chairman of j-bit Global. "Entelegen has quite justifiably established a position of leadership, which it has further compounded with its network of affiliates across Europe, and was an obvious choice of partner for us. We have every confidence that, as Entelegen, we will continue to provide our clients with best of breed services delivered by first class professionals."

"We are delighted to welcome j-bit Global's clients to Entelegen," says Andrew Brown, co-founder and chairman of Entelegen. "We are committed to continuing with the high standards of excellence that John and his team have already established, as well as those consistent with the market's number one."

ABOUT ENTELEGEN

Entelegen is Europe's leading provider of outsourced management, market acceleration, business development and sales solutions to technology companies establishing or re-establishing an international market presence. Clients include the BBC, Granada and Thales as well as several leading specialist software vendors.

Further information is available from www.entelegen.com or by contacting Ian Hendry on +44 (0)1252 720 635 or at hendry@entelegen.com.