



COREL SIGNS AGREEMENT WITH NORTHAMBER

Corel to target SME market with Northamber

Maidenhead, UK – 31 March 04 – Corel today announced that Northamber, the longest established trade-only distributor of IT equipment in the UK, has signed a partnership agreement to distribute Corel software to its resellers. The agreement will focus mainly on CorelDRAW Graphics Suite 12 (the new all-in-one graphics package launched last month) and WordPerfect Office 11 (for office productivity).

Northamber will primarily target resellers with SME (small- to medium-sized enterprise) customers through its unique reseller base and will work with Corel to promote the key benefits of the products: ease of use, cost advantage, interoperability, one-box solution and extra functions. Northamber will also target local integrators to distribute the software.

“We are delighted to be working with Northamber and that they have agreed to become a distributor for us,” says Steve Winfield, sales director UK and ROEMEA for Corel. “We have signed up Northamber to increase our brand awareness and sales in the SME market. The agreement is a great vehicle to help us drive our channel strategy and add a different route to market in the SME space.”

“We believe that Corel has a compelling story for our SME base and we look forward to working with them to promote the benefits of the software,” says Dominic Hoskins, commercial relationship manager for Northamber. “We will also be working with Corel to help promote their channel partner programme and expect to be a real driving force behind this.”

CorelDRAW Graphics Suite is targeted at professional designers as well as business users who are seeking a graphics complement to their business desktop. Building on its’ strengths in the government and legal sectors, WordPerfect Office provides a clear choice to

consumers and small-to-medium sized businesses seeking feature-rich, value-priced alternatives in the office suite market.

Please visit www.corel.co.uk or go to www.corel.co.uk/coreldraw12 for CorelDRAW Graphics Suite 12 product, free trial and sales information.

To learn more about the resources available from Corel, please visit Corel's partner portal at www.corelpartners.co.uk. This site provides Corel's partners with a centralised source of information about the Company's products, sales tools, and marketing collateral. The portal provides secure, tiered access for Corel partners, delivering an online experience which is tailored to meet their specific needs.

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About Corel Corporation

Corel provides innovative software solutions and services which help millions of customers worldwide improve their productivity. Founded in 1985, the Company is best known for its leading graphics and office productivity solutions, including CorelDRAW® and WordPerfect®. With its headquarters in Ottawa, Canada, Corel has offices around the globe. For more information, please visit: www.corel.com.

About Northamber

Northamber is the longest established trade-only distributor of IT equipment in the UK. Since 1980, Northamber has been the partner of choice in IT distribution. Today, it is widely recognised as the largest UK owned Trade-only distributor within our industry. For more information, please visit: www.northamber.com

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