



TALLYGENICOM APPOINTS PETER LAPLANCHE AS NEW MD

TallyGenicom, a leading provider of focused, responsive business printers, today announced that it has appointed Peter Laplanche as its new UK and Northern Europe Managing Director. Following a restructure of the business this year with a centralisation of its Northern European business processes, Peter will operate from TallyGenicom's Basingstoke Headquarters to further develop the company's already impressive customer service operation.

Peter joins TallyGenicom from major UK ICT supplier, XMA Limited where he was managing director of its direct sales group. His expertise across channel, corporate and government business in both sales and marketing positions will be of major benefit to the company, as TallyGenicom President EMEA Reed Eller acknowledges:

"I am very pleased to announce that we have created a new position of Managing Director, UK and Northern Europe and that this role will be fulfilled by Peter Laplanche. Peter brings to TallyGenicom a wealth of industry experience and is well positioned to build upon the company's strong and impressive foundations."

"I will be responsible for the sales, service and support teams and as such strive to deliver the UK & Northern Europe revenue number and drive the sales team to ensure maximum efficiency and customer service," explained Peter. "I look forward to a very productive year in 2006."

About TallyGenicom

TallyGenicom is one of the largest companies in the world focused exclusively on supplying computer printers, supplies and service to commercial and industrial users. All TallyGenicom products are designed and manufactured to perform critical, business-specific printing tasks in industries such as healthcare, transportation, manufacturing, warehousing and retail. Major international corporations such as Wal-Mart, American Airlines, Tesco, Daimler Chrysler, Blockbuster and Volkswagen use TallyGenicom® printers because of their customized design, rugged construction, proven reliability and durability.

TallyGenicom worldwide headquarters are in the United States in Chantilly, VA near Washington, DC. Its European headquarters are in Ulm, Germany. In Europe the firm has operations in Paris, Vienna, Milan and Basingstoke in the UK. Asian operations are located in Singapore and Jiangmen, China. The company markets Tally®, Genicom® and TallyGenicom® products worldwide. For further information on TallyGenicom, please visit www.tallygenicom.co.uk

Editorial Contacts

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