

TALLYGENICOM OPENS UP FIRST DUBAI OFFICE

Sohail Athar Chosen By Printer Company to Increase Customer Service in the Region

TallyGenicom, a leading provider of focused, responsive business printers, today announced that it has appointed Sohail Athar as its new Regional Business Manager for GCC. Athar's prime objective is to expand TallyGenicom's presence in the expanding Middle East market, and he will head up the company's new local office in Dubai. The opening up of TallyGenicom's first Dubai operation is in line with the company's directive this year to deliver an increased regional presence throughout the Europe and Middle East region.

Sohail has joined TallyGenicom from his role as Regional Manager at ITS projects, a long-term TallyGenicom partner in the region. Before this, he was Regional Manager for PCS and Arabised Solutions Specialist Sedco. Sohail holds a Higher Diploma in Software Engineering in Bahrain.

As TallyGenicom's existing printer portfolio expands to include additional solutions-orientated offerings, the company is focused on maintaining a high level of contact with its customers, and Sohail's new role at the company reflects this strategy.

"Sohail will work closely with our established partner base in tandem with increasing the level of contact and consultation we can provide at the end user level," explained TallyGenicom Managing Director MEAI, John Spreadborough. "He is highly experienced in the print and IT industries, and has a strong understanding of regional user expectation and requirements."

"It is an exciting time to join TallyGenicom," commented Sohail. "The company has had sustained business growth for four years in a row, and the number of major product successes throughout its product portfolio ensures that the range it offers is perfect for the local marketplace."

TallyGenicom/Press Releases/Sohail Athar
For immediate release: 13/04/06

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. An additional office has recently opened in Dubai. The company markets Tally®, Genicom® and TallyGenicom® products worldwide. For further information on TallyGenicom, please visit www.tallygenicom.co.uk

Editorial Contacts

Interviews, photography and further information are all available from Martin Brindley and Luke Bishop at MCC International.

Martin Brindley/Luke Bishop

MCC International Ltd

Tel: 01962 888100

Email: tallygenicompr@mccint.com