



bluevizia kicks off its further expansion in Europe at CeBIT in Germany

Berkeley/California, February 8th, 2005 - bluevizia, a spin-off of the well-known ICYGEN LLC, headquartered in Berkeley, California, presents for the first time at CeBIT Hannover (hall 25, stand K102) in Germany, its broad product portfolio for Marketing, Internet Marketing, Public Relations, Advertising and Recruitment small businesses process management together with Maily GmbH - a leading German software and hardware distributor.

bluevizia and Maily plan to expand their presence on the DACH market (Germany, Austria, Switzerland) by cooperating with more partners for the distribution of its cost-efficient and easy-to-use products. The bluevizia products distinguish themselves with their interactive functionality and platform independency.

Besides the product portfolio, an extensive and attractive partner concept will be presented, aiming at a rapid and sustainable development on the German market.

This way bluevizia continues its expansion in Europe after its successful debut on the markets of Belgium and Luxembourg.

bluevizia

bluevizia, spun off from ICYGEN LLC in 2001 and headquartered in Berkeley, California, operates internationally and has an extensive experience in cooperation with small businesses and therefore knows the small companies requirements for modern software tools. The solutions for strategic management of business processes in marketing, advertising, PR and recruitment are cost-efficient products. They are easy to operate with and offer extensive basic and specialized know-how without requiring any particular expertise by the user.

The products of bluevizia offer a detailed analysis of the actual situation and help develop strategic solutions for the company, unlike the traditional products or existing specialized literature.

The products are available for Windows, Linux and Mac OS. All products support often neglected processes in the company, thus contributing to the success of the business. At present more than 1300 satisfied companies prove this statement.

You can find more info on www.bluevizia.com.

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