



FOR IMMEDIATE RELEASE

Bluevizia Enters The Belgian Market

Berkeley, California, June 15, 2003 - Starting this month, Bluevizia branded products: CRM (Client and Sales Manager) and HR Manager (Software for Personnel Recruitment), are available for the Belgian market through the partnership with Viking Direct, one of the leading European office supplies providers. Entering the Belgian market has been an important step toward achieving the company's stated ambition of expanding its presence into the European Union.

The products are targeted to the needs of SMEs (small and medium-sized enterprises). They are the result of several years of business processes optimization and reengineering experience.

The CRM is customer relationship management software. It offers diverse functionality, which covers in full the sales process, helps manage and grow business relationships, and increase productivity.

HR Manager enables company owners, human resource managers, and other personnel responsible for the recruitment process to design, schedule and manage recruitment campaigns. This content-rich software saves time and adds value to the decision-making process of organizing, evaluating and selecting new personnel.

The products are available in both French and Dutch and have been adapted to the Belgian market with custom content.

The Belgian versions of Bluevizia products can be ordered directly from Viking Direct by mail, phone, or online. More information for potential customers and distributors is available at www.bluevizia.com

About Bluevizia software

ICYGEN LLC, founded in 1999, develops, publishes and markets applications specifically targeted at small and medium-sized enterprises (SMEs) under the Bluevizia trademark. The products incorporate know-how in the areas of SME business processes, company culture and organization on one hand, and software design, usability, and ergonomics on the other. The company concentrates its efforts on distributing its products on the European market mainly through VARs. More information about Bluevizia's products is available on the company website, www.bluevizia.com.

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