



bluevizia announces its first participation in the Salon des micro-entreprises at the Palais des Congrès de Paris, October 10 – 12, 2006

Nine months after bluevizia marketing suite launched France, the software publisher takes part in the Salon des micro-entreprises to present its product range. bluevizia will undertake an exclusive study on SME's marketing competences.

Berkeley, California, September 18th, 2006 - bluevizia, the American software publisher, announces its participation in the Salon des micro-entreprises, which will take place at the Palais des Congrès de Paris from 10th to 12th of October 2006. This will be an opportunity for company managers to discover the bluevizia genuine marketing management, communication and recruitment software solutions.

Exclusive discounts for the visitors of the Salon des micro-entreprises

bluevizia will offer to the visitors of the Salon des micro-entreprises a 33 % discount for the whole product range. The visitors will benefit from the offer via discount coupons, distributed at the exhibition. They will be valid during the whole October and clients can purchase bluevizia software for only €100 via the company's site - www.bluevizia.fr.

An exclusive study on SME marketing competences.

During its participation at the exhibition, bluevizia will lead a study on SME marketing competences among executive officers. A lottery organized on Friday October 27th will pick up 100 participants in the survey to be rewarded 100 pieces of the five bluevizia software solutions: Marketing Manager Advertising Manager, PR Manager, Internet Marketing Manager and Recruitment Manager. The lottery results will be published on bluevizia web site - www.bluevizia.fr on October 31, 2006. The veracity of lottery is guaranteed by Maître Huguet Joannou, a bailiff in the Neuilly-on-Seine and its rules are available at the bluevizia web site press center.

bluevizia, marketing suite for all kinds of companies

Based on the fact that small companies do not have the needed competences and resources necessary to make crucial business decisions, bluevizia created a software suite to support them and help them concentrate on their business activities.

bluevizia entered the French market as an established trade mark in Germany and Belgium with the ambition to support all 2 538 500 SME companies in France.

bluevizia, marketing solutions helping improve the market position of SMEs

bluevizia software suite is ideal for the companies, willing to improve their market position without hiring expensive additional personnel, or business starters looking for a marketing tool to help them acquire valuable expertise. Made by experts, they meet the specific needs of the small and medium-sized enterprises. Each product integrates the specific market procedures typical for SMEs.

"Companies constantly modernize and must ensure their progress by obtaining data-processing tools, enabling them to organize and automate their decision-making processes so as to concentrate on their main field of activities. To serve the SMEs on the French market has been a true mission for bluevizia for almost a year. We give companies easy-to-use marketing solutions completely adapted to their need, aiming at improving their efficiency. ", declares Dimitar Badjov, Chairman, Managing Director and Cofounder of bluevizia.



About bluevizia

bluevizia is a trailblazer in the area of marketing software, providing a broad range of platform-independent software in English, French and German, designed to help individuals, small and mid-sized businesses, consultants and experts alike manage their marketing activities.

Headquartered in Berkeley, California, bluevizia has operations in the United States, France, Germany, Switzerland and Bulgaria.

More information is available at www.bluevizia.com.

For more information

Sana Berkaoui

AxiCom Paris

Tel.: 01 41 06 18 26

Email: sana@axicom-france.com

Karine Mabilie

AxiCom Paris

Tel.: 01 41 06 18 04

Email: karine@axicom-france.com

Gilles Reneau

bluevizia

940 Dwight Way, 13B

Berkeley, CA 94710, USA

Email: greneau@bluevizia.com