## **NEWS RELEASE**



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## PREDATOR SOFTWARE ACQUIRES PRODUCTIVITY GROUP

Richard Runnells joins company as Worldwide Director of Sales as part of acquisition

PORTLAND, ORE – September 1, 2000 – Predator Software Inc. today announced that it is acquiring Productivity Group of Eugene, Ore., the manufacturing software developer's northwest distribution arm. As part of the arrangement, Predator will retain all assets of Productivity Group and Richard P. Runnells, Productivity Group owner and founder, will join Predator as Worldwide Director of Sales.

Runnells has worked in the manufacturing technology sector for 20 years. He founded Productivity Group in 1994 as a northwest distribution channel for computer-aided manufacturing (CAM) vendors and began carrying Predator products in 1995, shortly after the software company was formed. Productivity Group was later recognized by Predator as a (Predator) Trail Blazer, which recognizes resellers who have demonstrated a high level of commitment and contribution to the company's sales goals. Out of Predator's 160 resellers, there are currently six recognized as Predator Trail Blazers.

"Richard is a significant addition to our team," said James Abbassian, Predator Software President and co-founder. "We have positioned ourselves well with the right products for our markets, now it is time to move those products. Richard will help us make the crucial transition from a development company to a sales and marketing company."

Prior to starting Productivity Group, Runnells served from 1989 to 1993 as the Sales & Marketing Manager for Northern Europe for Point Control Company of Eugene, Ore. In that role, he was responsible for developing and overseeing all sales and marketing programming in nine countries, as well as building and managing the European reseller channel, which he grew more than 100 percent. During this period, Runnells also grew the European market by 200 percent and increased Point Control's market penetration by more than 50 percent. Runnells completed his tenure at Point Control in 1994 as US Channel Development Manager, where he was tasked with ramping up the company's domestic channel and developing market specific tactics for new reseller recruits.

"As a former Predator reseller and Trail Blazer, I am quite familiar with the company and its products," said Runnells. "I am excited and confident about Predator's growth potential and feel I can contribute more to its success from the inside."

## **About Predator Software Inc.**

Predator Software Inc. is a privately held developer of CNC verification software, turnkey DNC and shop floor networking solutions, and a suite of manufacturing execution system (MES) software tools, including manufacturing data collection, electronic work instructions, and tool/gauge crib management. Based in Portland, Oregon USA, with offices in Chicago, Illinois USA; Kansas City, Kansas USA; Cambridgeshire, UK; and Barcelona, Spain, Predator Software products are available through a global network of value-added resellers. For information: www.predator-software.com, email: info@predator-software.com, telephone: 503-292-7151 (worldwide), fax: 503-292-7671.

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