

Press Release

Denmark, April 27, 2011

Columbus IT Partner A/S becomes Columbus A/S
Name change reflects strategic focus to become an international consultancy

Today, at the Columbus annual general meeting it was officially approved to change the company name from Columbus IT Partner A/S to Columbus A/S.

The name change supports Columbus' strategic focus to become an international consultancy with a focus on developing standard solutions for the retail and distribution, food processing and manufacturing markets – Columbus*Food*, Columbus*Manufacturing* and Columbus*Retail*.

"The new Columbus name is a better fit for the reality we operate in today. We often act as advisors and consultants for our customers rather than simply IT specialists. Today we work with a great business focus where we combine industry specific advice, process knowledge and software developed by ourselves for retail and distribution, food processing and manufacturing. All of this is in order to optimize our customers' business processes", says Thomas Honoré, CEO of Columbus.

On www.columbusglobal.com visitors will be met by the new company name, together with the design and logo which was introduced in October last year.

Additional information

CEO, Thomas Honoré, Columbus

E-mail: tho@columbusglobal.com

Telephone: +45 2969 0716

About Columbus

With solid industry know-how, Columbus is an international consultancy and the preferred business partner for ambitious companies within the food, retail and manufacturing sectors. Columbus' key deliverables includes fem key offerings; Software, Support & Hosting, Industry best-practise templates, Turnkey projects and hourly-based services, which combined with our global presence makes Columbus' solutions unique and competitive. Through experience and insights, we know how to adapt and implement our proven Microsoft-based solution sets to maximize efficiency and overall business performance – for immediate impact. Exceeding 20 years of experience and 6,000 successful business cases, Columbus currently employs over 1,000 dedicated staff working out of 31 offices in 16 countries.

Read more at www.columbusglobal.com.