

Release no. 9/2012

Columbus IT Partner A/S becomes Columbus A/S

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 – *ColumbusFood*, *ColumbusManufacturing* and *ColumbusRetail*.

"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.

Ib Kunøe
Chairman
Columbus A/S

Thomas Honoré
CEO
Columbus A/S

For further information, please contact:
CEO Thomas Honoré, T: +45 70 20 50 00.

Translation: In the event of any inconsistency between this document and the Danish language version, the Danish language version shall be the governing version.