

Press Release – New Zealand Autodesk Reseller Merger

September 1st 2010

KarelCAD Announces friendly merger with NZ entity Team Blue22 to form KarelCAD New Zealand

The two companies KarelCAD and Team Blue22, now known as KarelCAD Limited, have merged together to bring a common vision of a modern service-oriented infrastructure and civil design solutions to further increase the value proposition to New Zealand clients.

The existing directors of Team Blue22 retain ownership of the company and also take up managing shares and directorships of KarelCAD New Zealand to ensure the best software design solutions are provided to their clients.

As a result of the merger, KarelCAD Australia now also has a greater presence and ability to stabilise its structure in international markets where existing clients have New Zealand offices.

The merger combines more than 40 years pooled Autodesk and industry experience within the existing Team Blue22 staff, Shane Beaman, Robert Gadbow, and Scott Ferguson, as well as KarelCAD's team of over 100 professionals with 25 years of working experience in Autodesk design solutions across the Asia Pacific Region in all areas of the design marketplace including Infrastructure Design, Civil Engineering, GIS, Architecture, Structural Engineering and Manufacturing.

Team Blue22 is excited about the merger and believes that it will provide the New Zealand market with client advantages of increased access to quality training, customer service and product support. Likewise, KarelCAD welcomes the opportunity to share its success with New Zealand clients and expand its global footprint and product range in the New Zealand market.

Shane Beaman (New Zealand)

"Robert, Scott and I are extremely excited about this merger and we look forward to working with the extended KarelCAD team in Australia. The merger not only instantly grows our sales and technical resources, but also allows us to offer our clients a far broader range of software design solutions with an even better and stronger technical support infrastructure. We believe this is a win-win for everyone involved and ensures our clients continue to receive the high level technical support that has been a significant part of our success and growth over the last 3+ years and the reason why so many clients have now moved their Autodesk business to Team Blue22. We will now not only offer AutoCAD, AutoCAD Civil 3D & AutoCAD Map 3D design solutions, but also Autodesk Revit Architecture, Autodesk Revit Structure, Autodesk Revit MEP products whilst utilising our existing Team Blue22 experience and 25 years of KarelCAD experience in training, subscription, support and hardware solutions."

The completion of this merger represents a significant step for KarelCAD in its strategy to accelerate business growth. Paul Laycock Chairman and Director KarelCAD Group of Companies see's significant opportunities for growth, as well as greater coverage in several key industries.

"Today, we significantly increase the depth and breadth of our sales coverage in the New Zealand market by welcoming the highly-trained sales and technical people from Team Blue22 - individuals who know the marketplace, products, and who already have existing client relationships.

We are now focused on delivering on the promise of this merger, quickly seizing the attractive opportunities this transaction has created for the newly formed entity of [KarelCAD New Zealand](#)." Paul Laycock Chairman and Director KarelCAD Group of Companies.

With the expansion into New Zealand KarelCAD is a stronger, more broadly based company than ever before, with increased capacity to reach new customers and the ability to provide clients enhanced products and services.

For further information about Team Blue22 and KarelCAD New Zealand visit: www.karelcad.co.nz or preview the client projects at www.karelcadevolve.com.au