

FOR IMMEDIATE RELEASE



CIS GROUP MAKES A SUCCESSFUL APPEARANCE AT ONE OF THE LARGEST EXHIBITIONS IN PORTUGAL

Saint-Jérôme, QC – April 15, 2011 – CIS Group-Portugal is steadily making its way into the Portuguese market with the support of its local partner, Sales On Move Ltd. As part of the initiative, CIS Group-Portugal participated in the International Food, Hospitality and Technology for the Food and Drink Industry Exhibition “Alimentaria & Horexpo Lisboa”, which took place in Lisbon between March 27 and 30, 2011.

Alimentaria & Horexpo Lisboa is comprised of three shows, Alimentaria, Horexpo and Tecnoalimentaria, bringing together over 800 exhibitors and over 30,000 visitors, making it the largest business platform for the food and beverage, distribution and hospitality industries in Portugal. For CIS Group-Portugal, this show was an exceptional opportunity to expand its reach, to network with key individuals in the industry and to share its expertise. Post factum, CIS Group-Portugal can proudly announce that the show was a great success, enabling the company to meet hundreds of potential customers and gain a better perspective on the market dynamics. *“This event allowed us to confirm during live demos with prospects, that our DSD and SFA solutions meet the requirements of the Portuguese market”,* said Bertrand Martelle, VP of Business Development at CIS Group Canada, who was also present at the show in Lisbon in March. *“We are very pleased by the sales and support organization that our partner, Sales On Move Ltd., has invested to address that market”,* added Bertrand Martelle.

About the CIS Group Portugal Partner

Sales On Move Ltd. is a start-up company founded in 2009 with offices in Lisbon, which provides a wide and diverse number of services, including consultancy and services in computer technology. Its main purpose is to consolidate its brand and products, having a close collaboration with major hardware and software manufacturers, and looking for high quality standards. Sales On Move Ltd. seeks the constant development of new skills and the improvement of its employees in order to provide its present and future customers with solutions that meet the needs of a dynamic market. Sales On Move Ltd. is committed to establishing a long-term relationship with its customers, providing them with high-standard services and helping to streamline their overall operations.

About CIS Group

CIS Group is one of the largest providers of DIRECT STORE DELIVERY and SALES FORCE AUTOMATION software solutions in North America. They have been creating innovative software solutions since 1977, helping businesses optimize and streamline their unique business process, reducing operating costs and having a positive impact on revenue. Their innovative solutions have a proven track record with over 8000 routes and reps automated throughout North America, making CIS a leading provider of mobile software solutions for field sales, merchandising and direct store delivery. For more information, please visit www.cis-group.com

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