

Media Release

November 23, 2009

Autech Named Australian Regional Exporter of the Year

AUSTRALIA'S MOST INNOVATIVE COMPANY Autech has been named Australian Regional Exporter of the Year at the 2009 Australian Export Awards on Friday November 20 in the Great Hall at Parliament House, Canberra.

Australian Export Award winners are impressive examples of companies that have achieved sustainable export growth through innovation and good management.

Congratulating the National Winners, the Minister for Trade, the Hon. Simon Crean said that collectively, these 12 companies had earned more than \$1.5 billion in export sales during the last financial year and employed nearly 2,500 people.

"All of these companies have demonstrated perseverance and innovation in successfully seeking new markets overseas and sustaining their export sales through what has been a challenging year for the global economy," Mr Crean said.

"This year's winners, selected from 77 finalists, are outstanding examples of companies that are committed to exporting. They all met the judges' stringent criteria of sound risk management policies and a strong export marketing strategy."

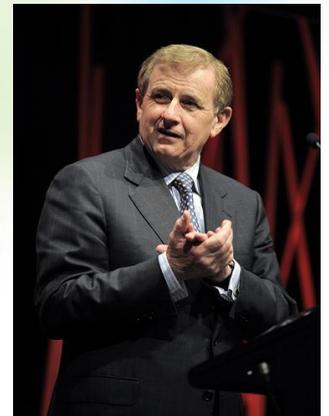
The Trade Smart Regional Exporter of the Year category was a fiercely competitive one, with 5 finalists entered from Victoria, New South Wales, Queensland, South Australia and Tasmania. The award recognises outstanding export achievement by a company who is based in a non-metropolitan location.



47th
**AUSTRALIAN
EXPORT AWARDS**



Peter Yuile, Deputy CEO of Austrade presents Autech CEO Darren Alexander with the 2009 Australian Regional Exporter of the Year award.



Left: Autech's Darren Alexander accepting the Award.
Right: the Hon. Simon Crean, Minister for Trade, presenting the 2009 Australian Export Awards.

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Autech is a niche supplier of colour marketing solutions to leading national and international companies. The diverse range of clients share a common issue: no sale of their product is made until the customer decides which colour they prefer.

Clients invest in colour and product visualisation solutions that facilitate and expedite this process. Others use Autech's multimedia e-learning course to educate staff about colour and how to coordinate colours for clients.

Based on over 16 years of research and development, Autech's technologies and supporting marketing strategies have been proven as unrivalled global market leaders. The software is used by over 50 international customers in 25 different countries. Autech has almost doubled the number of countries its software is available in over the past 12 months – an amazing feat for a small business.

This breadth of export markets impressed the Australian Export Award judges, who also remarked on Autech's clear competitive advantage and innovative technology.

One recent development now being used by a global paint manufacturer selling paint in more than 80 countries is Autech's colour selection system. This allows customers to upload photos of their interior or exterior project to a website and choose their preferred paint colours. The application can even work on mobile phones.

Strong export growth in 2008-09 has seen the company experience its most profitable year to date with an increase of net profit after tax of 451 per cent from the previous year.

Over the past three years, innovation has been the pinnacle of Autech's success; with the company winning 12 industry awards including being named Australia's most innovative company by winning the inaugural G'Day USA innovation shoot-out as judged by the Wall Street Journal in 2007.



The 12 category winners of the 2009 Australian Export Awards celebrate on stage. Collectively these companies earned in excess of \$1.5 billion in export sales in 2008/09 and employ over 2,500 staff.



Autech's innovative color and product visualisation software is used by over 50 clients in 24 different countries around the globe. Their interactive applications can be used online, on CD or on large format touch screens in stores.



Autech's next generation media developments include interactive iPhone applications such as the *Haymes iColor* app for Haymes Paints.

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ABOUT AUTECH

Autech is the world's leading e-colour solutions provider, specialising in interactive rich media applications that allow consumers to visualise colours and products prior to making a purchase. Established in 1993, the company exports its products and services to over 50 clients in 24 different countries and has released its software in 12 different languages. Autech is Tasmania's most awarded ICT company and in 2007 was named the Most Innovative Company in Australia at the inaugural G'DAY USA Innovation Shootout in New York.

Learn more about Autech at our website: www.autech.com.au



ABOUT THE AUSTRALIAN EXPORT AWARDS

The Australian Export Awards are co-presented by Austrade and the Australian Chamber of Commerce and Industry. Now in its 47th year of recognising export excellence, the Awards are one of the longest running and most prestigious business awards.

The Awards are run in collaboration with the States and Territories, who each conduct their own Export Awards program. State and Territory winners progress to the Australian Export Awards as finalists.

Learn about the Australian Export Awards from their website: www.exportawards.gov.au/



For more information, please contact:

Andrew Roberts

National Marketing & Export Manager

Autech Software & Design

Phone: +61 3 6334 2464

Email: andrew@autech.com.au