



Press Release

Contact: Nigel Dunn, Calx Europe
Phone: +44 (0)20 7193 2356

FOR IMMEDIATE RELEASE
2 pm, 15 July, 2008

ACTIONBASE STARTS UP IN THE UK IN PARTNERSHIP WITH CALX EUROPE

ACTIONBASE, an Israeli software company and part of Microsoft's Accelerate program, has partnered with European Market Entry expert, Calx Europe, to help them launch their Human Process Management software products in the UK.

ACTIONBASE IS A PIONEERING SOLUTION IN THE GROWING MARKET OF COLLABORATIVE HUMAN ACTIVITY MANAGEMENT:

"Calx Europe will be acting as ActionBase's UK sales arm to drive sales of its Human process Management solution", says Nigel Dunn, Principal at Calx Europe. "With **ActionBase** you can follow up and track to completion any type of multipart collaborative process or action item which is usually handled through meeting documents, Excel lists and email. **ActionBase** keeps everyone on the same page, aligns process with business

activities and keeps track of everything you need to do.

ActionBase already empowers over **150** leading international companies worldwide.”

“We are delighted to be partnering with Calx Europe to spearhead ActionBase’s drive into the UK market,” said Eyal Maor, CEO at ActionBase. “We already have key customers in the UK and a very active Reseller in Infotechnics. We now want to expand our Reseller footprint and customer base.”

About Calx Europe:

Calx Europe is a Professional Business Services Company based in Hertfordshire, UK. Calx Europe specialises in acquiring senior executives for Corporations, managing market entry into Europe for US Companies, advising UK start ups on business plans and funding acquisition and business turnarounds. For more information please visit the website at www.calxeurope.com, send an email to info@calxeurope.com or call on +44 (0)20 7193 2356.

ActionBase is a pioneering solution in the growing market of “**Collaborative Human Activity Management**”.

www.actionbase.com

-End-