



Synchro
Explore options. Manage solutions.

FOR IMMEDIATE RELEASE

SYNCHRO PARTNERS WITH CMCS FOR DISTRIBUTION IN MIDDLE EAST

Coventry, England (March 25, 2008) – In a move to meet the region's growing technological demands, Synchro, Ltd., a software company headquartered in the UK, has announced a partnership with Collaboration Management and Control Solutions (CMCS), a leading provider of project, portfolio and risk management solutions and training courses across the Middle East.

The partnership will allow Synchro to offer its construction management software applications by utilizing CMCS leading Primavera software solutions to various companies across the Middle East, therefore providing the graphic simulation needed to deliver and improve construction solutions.

With Synchro, an entire construction delivery team—owners, engineers, architects, operators, contractors, sub-contractors, manufacturers and materials suppliers—can share a single view of the entire project in real time. Synchro offers an enhanced visual simulation approach to the management of construction projects by synchronizing design, planning and scheduling, supply chain management, risk management and earned value measurement. Synchro has achieved an impressive track record for developing innovation technology for large, complex, or repeatable construction projects seeking continuous performance improvements throughout the UK, and in 2007 began worldwide distribution of its third generation of products.

“Our strategic business alliance with CMCS will provide a major catalyst in the enhancement of construction management software capabilities in the Middle East market,” said Mr. Tom Dengenis, chief executive officer of Synchro, Ltd.

Bassam Al Samman, CEO and founder of CMCS, said, “We will work closely with Synchro to build awareness in construction project management software among regional companies, encouraging these companies to make this an essential part of their business process.”

Primavera Systems, Inc. is the leader in project, resource and portfolio management solutions. Primavera Technology Partners are an elite group of software solution providers who offer integrated solutions for Primavera’s target industries. Primavera works collaboratively with its technology partners to extend the core capability of its solutions. The technology partner program enables Primavera to align with the right partners to provide its customers with the most innovative solutions while continuing to further its leadership position in the project and portfolio management market.

About CMCS:

CMCS offers Project, Portfolio and Risk Management Information System solutions for the Engineering & Construction, Power, Energy & Process, IT & Telecommunication and Government sectors in the Middle East. CMCS integrated solutions are based on state-of-the-art applications from Primavera Systems, Inc., RIB Cost Estimating, Synchro and Vela Systems. CMCS is an authorized reseller of Primavera Systems.

About Synchro Ltd:

Synchro Ltd., headquartered in Coventry, England, began software product development in 2001 on its construction simulations and task management solution and has been recognized for its achievements in producing award-winning innovation technology. Synchro’s mission is to deliver software that serves the construction delivery team and that survives the dynamics of everyday life in the construction industry. Simply stated, Synchro’s software allows its users to explore options and manage solutions. For more information, please visit www.synchroltd.com

Media Contact in the United States:

For more information, please contact Lori McCardell, of Karen Morstad & Associates, at 203-661-1090 or lmcardell@karenmorstad.com

#