

## DYNACOM AND INFORMAT SOFTWARE JOIN FORCES TO BETTER SERVE FURNITURE RETAILERS

**Laval (Canada) October 15, 2010** – Dynacom Technologies and **INFORMAT software** are pleased to announce a strategic alliance between their two companies, the purpose of which is to combine efforts and complementary expertise to upgrade the **STYLE™** retail furniture offering.

The main objective of this 5-year initial agreement is to develop a custom module based on the **STYLE™** application functionality for integration within Dynacom's business software suite.

"We are delighted to be cooperating with **INFORMAT software** on upgrading the **STYLE™** solution, and this agreement aligns very well with Dynacom's strategy to build on our 20 years of experience in developing custom management solutions," said Luc Larocque, Executive Vice-President, Worldwide Sales & Marketing at Dynacom Technologies.

"We evaluated several business partnerships and decided on Dynacom on the basis that Synergy, Dynacom's development platform, offers the power and flexibility we need to build a new solution quickly and efficiently. But also, Dynacom's highly skilled staff really helped establish a climate of trust between our two organizations," said Mr. Robert M. Vigneault, President/CEO at **INFORMAT software**.

"But besides the possibility of using Synergy, the true benefit of such a partnership is that it will enable us to add a Windows based solution to our existing rich portfolio of integrated **STYLE™** software solutions for furniture retailers" concludes Mr. Robert M. Vigneault.



*From left to right, Mr. Alain Nadeau, President of Dynacom Technologies and Mr. Robert M. Vigneault, President/CEO of INFORMAT software.*

**About INFORMAT software** - **INFORMAT software** has been developing IT solutions in both Canada and the United States for close to 30 years. **INFORMAT software** specializes in designing, developing and implementing management solutions intended for specific markets such as professional service firms, retailers as well as service related businesses.

**About Dynacom Technologies** - Well established Canadian company, Dynacom is maintaining its current growth by positioning itself as a leader in the financial software industry, reaching out to more than 250,000 users of its accounting software worldwide. Dynacom serves the needs of businesses of all sizes with customized applications addressing their specific needs.

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