

News Release

Date: October 27, 2004

Re: CABC RECEIVES EUROPEAN BUSINESS ACHIEVEMENT AWARD IN MALTA

NEWBURY, UK

Newbury-based Customer Relationship Management (CRM) software specialists CABC were last week (17th) presented with a top Business Achievement Award at the Maximizer Software EMEA Business Partner conference in Malta. The award recognises the effort of CABC's Newbury-based team of consultants and the company's increasing Maximizer customer base, which is one of the largest in Europe.

The Award was made by Marcus Potts, Managing Director of Maximizer Software in Europe, at a gala dinner at the manufacturer's annual partner conference in Malta. The conference was attended by Maximizer partners from over 20 countries from the Europe, Middle East and Africa region. In addition to the more traditional conference activities an evening's sailing on the Mediterranean saw many of the reseller representatives taking to the water!

CABC's Managing Director Ian Wallace said "The CABC team have been working hard this year to build on our success of previous years and this award confirms that we've established ourselves as a successful supplier in this competitive market."

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