



Nippon Paint China is Asia's largest paint and coatings manufacturer.



One of Nippon Paint's 300 stores across China that will feature Autech's award-winning software

Autech Signs Deal with Asia's Largest Paint Manufacturer

Tasmanian ITC company Autech Software & Design has today signed a lucrative deal with Nippon Paint China, one of the world's leading paint and coatings manufacturers. Autech's CEO Darren Alexander was very happy with the outcome for Autech after months of negotiations and visits to the region. "It shows our marketing strategy is working and our continued development in building strong relationships within the Asia-Pacific region is providing Autech with new opportunities" said Mr Alexander.

Mr Alexander went on to say that China is today the world's fourth largest economy, and with over 247 million people in the new middle class, has the largest and fastest growing paint and decorative market in the world. As the largest paint manufacturer in China, and indeed Asia, Nippon Paint has a strong command over this ever expanding market, and with the assistance of Autech's world leading electronic colour solutions, aims to capture an even greater percentage of this marketplace.

Autech will develop a number of media-rich online colour tools for Nippon's website as well as developing specialised software for Nippon Paint stores. "Our software will be utilised in an estimated 300 Nippon Paint stores right around China. We are also currently having discussions with Nippon's other countries that are very interested in Autech's technology for their Malaysian, Hong Kong, and Vietnamese websites" said Mr Alexander.

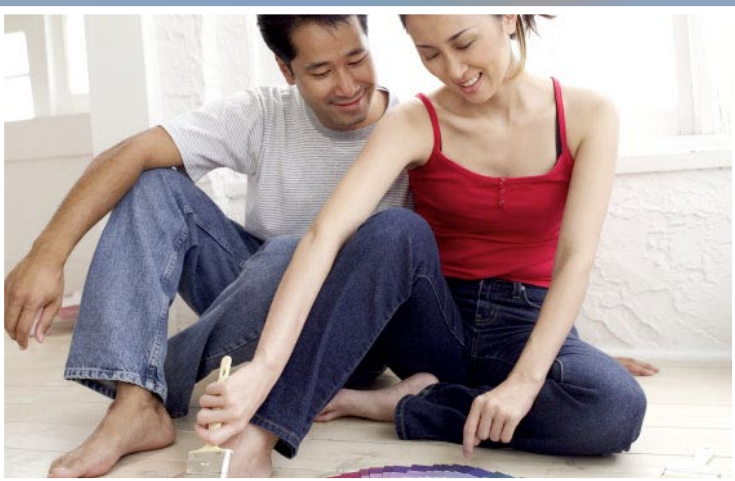
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Autech's CEO, Darren Alexander being interviewed by Chinese television after Autech's win at the G'day USA Innovation Shootout



Autech was the first Tasmanian company to export software to China with the Nippon Paint *i-colour* program in 2002.



This deal is another example of Autech's strong commitment to Customer Relationship Management. As the first Tasmanian ITC company to sell software in the Chinese market. Autech and Nippon management teams have worked closely over this period, forming solid business and personal relationships.

The deal comes on the back of Autech's recent win at the G'day USA Innovation Shootout in New York. Mr Alexander is looking forward to the next 12 months, with a number of exciting opportunities opening for Autech's technology. "A number of organisations have contacted us over the past few weeks enquiring about our products following Autech's Innovation Shootout win at G'Day USA in January".

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