

INFOWHYSE

THE ANSWER LIES IN THE QUESTIONS

BREAKING NEWS:

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INFOWHYSE GMBH (GERMANY) ANNOUNCES ACQUISITION OF **REPLY® IN AN INDUSTRY GAME-CHANGING DEAL WITH THE FLEETWOOD GROUP, INC. (USA)**

Infowhyse, one of Europe's leading providers of audience response (electronic voting) systems and solutions, is delighted to announce that Infowhyse GmbH has acquired the **Reply**® Audience Response System brand from the Fleetwood Group, Inc. in one of the most sweeping moves the market has seen to date, and which instantly creates one of the largest global dealer networks in the industry. This landmark deal, which includes an ongoing manufacturing agreement, is worth an undisclosed but substantial multi-million dollar sum.

Reply® is the foremost brand in the Audience Response System industry and for the last quarter of a century has been, as it remains today, one of the industry's most distinguished names with over six million keypads sold worldwide. The Fleetwood Group, founded in 1955, has been the sole manufacturer of the **Reply**® products for over twenty five years.

Infowhyse GmbH established its operations in 2004, operating from their HQ offices in Bad Nauheim (near Frankfurt), Germany. Infowhyse has been at the forefront of audience response market development in its own right, as well as being the hardware provider, software developer and inventory hub for numerous resellers and service partner companies spanning some 22 countries. The company has been working with Fleetwood (the manufacturer of **Reply**®) and offering Fleetwood built products including **Reply**® in the

Europe, Middle East and Africa regions, as well as India and Mexico from the beginning and has been one of Fleetwood's largest **Reply**[®] resellers throughout the last ten years.

Fleetwood Group, Inc., is the world's leading designer and manufacturer of purpose-built radio frequency (RF) keypads for audience response and electronic voting applications. All wireless devices are designed and manufactured by Fleetwood Group's Electronics Division in Holland, Michigan USA. The Division has a full suite of development, testing, and manufacturing capabilities that have been honed over its more than 35 years in the RF communications field, resulting in innovative products like the **Reply**[®] Wireless Audience Response Systems.

"The consolidation of the Infowhyse operations under the **Reply**[®] brand together with the existing **Reply**[®] reseller network creates one of the largest international dealer networks in the industry and will allow for considerable global sales growth in both the corporate and education markets, through innovative marketing and distribution under one of the most renowned names in the industry", says Neil Mirchandani, CEO of Infowhyse GmbH.

"The purchase of the **Reply**[®] brand by Infowhyse also allows Fleetwood to grow its manufacturing and OED initiatives without the conflict of having our own competing brand, whilst at the same time enabling Fleetwood to continue to build quality products under the **Reply**[®] brand, now on behalf of Infowhyse, from our ISO-9001 certified facilities in Holland, Michigan USA", adds Heather Waller, Director of Sales for Fleetwood Group's Electronic Division.

"The **Reply**[®] brand has always had an excellent reputation in the industry for delivering innovative and reliable products", continues Mirchandani, "and this acquisition provides a unique opportunity for **Reply**[®] to once again be a real game-changer, headed by Infowhyse's sales and distribution expertise, together with extensive plans and a powerful new drive to take this historically pioneering brand to the very highest level on a truly global scale".

For more information about Infowhyse GmbH and/or the **Reply**[®] range of Audience Response Systems, please visit www.infowhyse.com. Or contact Infowhyse on +49 6032 9259280 or by e-mail through the contact information provided above.

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Updated information will be posted on our various websites including www.replysystems.com, www.infowhyse.com, www.replykeypadsinternational.com and the sites of many of our worldwide affiliates in the coming days and weeks.