



(ACN: 057 345 785)

ASX Announcement

ConverterTechnology Hires Vice President of Sales & Operations

Shawn Allaway to establish company as a leader in file management solutions

16 March 2009

Powerlan today announced that ConverterTechnology, experts in Microsoft Office™ deployment and migration projects, has recruited Shawn Allaway as Vice President, Sales and Operations. Allaway is a seasoned enterprise IT veteran with over a decade of experience driving revenue and streamlining operations. In his new role, Allaway will oversee sales and establish ConverterTechnology as a worldwide leader in file management technology and services.

In addition to leading the technical and deployment sales teams at ConverterTechnology, Allaway will also oversee partner and channel relations worldwide. Allaway will report to ConverterTechnology CEO Rob McWalter.

Allaway brings with him an impressive track record of growing sales and development teams. Prior to ConverterTechnology, he was Vice President at NWN Corporation, a value added reseller and systems integrator, where he increased revenue by over 400 percent in two years. Prior to his role at NWN Corporation, Allaway was the General Manager of Microsoft Dynamics for Navint Consulting where he led sales, marketing and operational efforts for New England's largest Microsoft Dynamics value added reseller. Allaway graduated from Northeastern University in Boston, Massachusetts, Magna Cum Laude, in 1991.

"ConverterTechnology has established itself as a crucial partner for enterprises looking to streamline Microsoft Office migrations," said Rob McWalter, Chief Executive Officer at ConverterTechnology. "Shawn's management experience and deep market knowledge will help expand ConverterTechnology's leadership in Microsoft Office implementations as well build our visibility in file management."

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Powerlan Limited (ASX: PWR) provides specialist information technology products and services through four operating divisions:

- Clarity (www.clarity.com) offers carrier-grade Operational Support Systems (OSS) and Network Management Systems (NMS) software solutions for telcos and enterprises.
- ConverterTechnology (www.convertertechnology.com) provides software and services to help enterprises capitalize on the benefits of Microsoft Office 2007.
- IMX Software (www.imxsoftware.com) provides a full portfolio of solutions to manage the international trading of banknotes, precious metals, foreign exchange and any other financial or stored value instrument including travellers cheques, pre-paid cards, international banker's drafts and money transfers.
- Omnix Software (www.omnixsoftware.com) provides specialised software solutions for mobile telecommunications operators that address the specific project delivery, property management and asset management requirements of complex 2G, 2.5G and 3G wireless networks.

All divisions are incorporated and operate as self-contained companies.

About ConverterTechnology

ConverterTechnology provides software and services to help enterprises capitalize on the benefits of Microsoft Office 2007 without the migration risks of data corruption, reduced employee productivity and critical business application downtime. Founded in 1997, ConverterTechnology has helped more than one million users identify, analyze and fix compatibility errors before they occur, accelerating time to deployment. ConverterTechnology is headquartered in Nashua, N.H., with offices in Europe and Australia, and is a wholly-owned subsidiary of Powerlan Limited. For more information, visit www.convertertechnology.com.

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