

>>> press release

EXPO REAL, count us out! conject decides for a different path

The software house opens its new Munich headquarters on 5 October

Munich, 10 April 2008. conject was present six times at the EXPO REAL – this year you won't find us at the fair. There are three good reasons for this: conject remains unconventional, is expanding, and once again proves to be consequent. First, the Munich-based company isn't getting into a rut and is seeking new paths. Second, the company is moving this summer as part of its expansion plans and is planning a large housewarming party this fall – an event which, at the same time, will serve as an alternative to the fair for customers. Third, in all those years the EXPO did not make it easy for the software house to be presented on the same level with other exhibitors. Reason enough to shake things up a bit again.

"Many times, we were able to make the most of our appearances at the EXPO REAL," according to company spokesperson Elke Tonscheidt. And conject, of course, is well aware of the reputation of the popular real estate trade fair. "Many of our customers, such as ECE, COMMERZ REAL or HSH Nordbank, are there – a reason to continue participation in the fair," Tonscheidt continued. But conject is gaining new customers mostly in other ways. "Particularly when we are viewed critically for our loud marketing," the conject co-founder says with a grin, "we take that as a compliment." How often have we heard from the real estate segment that others would like to present themselves differently, more diversely; conject doesn't just talk about it, conject really does it. "We say consequently and in no uncertain terms: The EXPO REAL is a successful fair, no question about it; but for us it is not the right place to present ourselves as we really are: open for new paths."

Secondly: conject AG is exactly eight years old this April – and that is truly worth celebrating! The date has already been set: On **Sunday, 5 October 2008**, the company will be opening its doors to the new Munich headquarters and invites you to a new "conject highlight". But we're not giving away all the details just yet. The new office was needed because of the steady stream of new employees coming to Munich. "The Bavarian capital city is more a magnet today than it has ever been," Elke Tonscheidt knows. The metropolis on the Isar River is attracting many new colleagues, but so are the prospects of working in one of the company's offices abroad. conject in Dubai just moved into new offices. From the 27th floor, one can view the famous real estate project "The Palm" and the Burj al Arab.

Ultimately, the following, third reason is why conject will be staying away from the EXPO: For years, software companies have had a difficult time with the fair's organizers. Insiders say that the intention has been to keep IT companies out of the fair entirely. "As a result, the decision was made to invest in new kinds of events in 2008," Elke Tonscheidt says and promises there will be some real surprises when the offices are formally opened in October. This much is already certain: You won't want to miss the festivities! "Be sure to keep the evening of 5 October open," according to conject.

You will soon find initial information on the event under: www.conject.com ...

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