



PRESS RELEASE

For immediate use

Gabrielle Van Meurs named CEO of Beethoven Computer Services

MELBOURNE, Victoria (November 12, 2007) – Beethoven Computer Services announced today that its board of directors has appointed Gabrielle Van Meurs as the company's chief executive officer, effective immediately. The appointment is the result of Beethoven's ongoing succession planning process.

Van Meurs succeeds Ross Allardyce who will continue serving as chairman of the board and a full time employee, focused on expanding market opportunities for Beethoven around Australia, Asia and the United States.

Van Meurs has more than 22 years' experience in sales and marketing roles across a variety of industries. She has spent 14 years in the IT industry, most recently at Loop Technology. Ms Van Meurs has also held senior management, project management and business development roles at companies including HiSoft Computers, Seven Dimensions and Australia Post. From 1996 to 2000, she worked as a business development manager at Beethoven.

Van Meurs says she plans to increase Beethoven's market reach for the company's customer contact and feedback management software, Resolve®.

"Beethoven has a solid customer base locally and we plan to build on that through an increased sales effort," she says. "This expansion will mean boosting the Beethoven team over the next two years to include additional business analysts, programmers and sales executives."

Allardyce will focus on establishing new markets in Australia and overseas following on from initial successes in New Zealand and the United States.

"Bringing Gabrielle on board gives me the opportunity to focus on expanding Beethoven's reach locally and globally," says Allardyce. "With her strong pedigree in business development, coupled with her enormous energy and sound business acumen, I'm confident Beethoven will continue along its fast growth path."

Reflecting Beethoven's focus on the continual development of Resolve, the company has recently become a Gold Certified Partner with Microsoft. This status expands on the Microsoft partnership it has held since 1998, and gives Beethoven access to a number of Microsoft resources across the world to help better service its customers, improve products and increase revenue.

About Beethoven

Beethoven Computer Services provides systems and expertise to help corporate and government organisations develop, implement and support specialised, customer service focused applications. Beethoven's fast-growing customer base includes ombudsman's offices, customer service centres, quality assurance departments and consumer protection agencies in Australia, New Zealand and the United States.

For more information, visit www.beethoven.com.au

®Resolve is a registered trademark of Beethoven Computer Services.

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