



**Press/Analyst Contact**  
Farrah Jinha, PR & Communications Manager  
Tel: 604/684.2113 (ext. 305) Fax: 604/684.2108  
Email: farrah@vertigo3d.com

**For Immediate Release**

[www.vertigo3d.com](http://www.vertigo3d.com)

# **Vertigo Expands Distribution Channels Into Key International Markets**

## **Leading software developer quickly penetrating massive international graphics market**

Vancouver, BC (22 September 1997) -- Today, Vertigo Technology Inc. rolled out its international distribution strategy by announcing it now has agreements in place with top distributors in the United Kingdom, France, Germany, Italy, Belgium, the Netherlands, Luxembourg, Israel, Hong Kong, Taiwan, Singapore, Malaysia, Thailand and Indonesia, positioning the Company to penetrate the global design market. Earlier this year, the Company appointed distributors in Japan and Korea. The Company recently announced the appointment of California-based Ingram Micro Inc., the largest wholesale distributor of computer technology products and services as the primary distributor for its products in North America.

“Vertigo’s products are innovative, the pricing is competitive and their strategy is solid. By using their expertise in 3D, they have developed a series of products that are going to get a lot of interest from the 2D graphics market. We’re excited to be working with Vertigo to sell these products to the market in the United Kingdom,” said Alan Clarke, Commercial Director of Principal Distribution Ltd.

Vertigo’s international distributors provide distribution to resellers, handle local representation at industry events and trade shows, co-ordinate marketing & advertising, and in some cases oversee product localization for the Vertigo product family. A complete list of authorized Vertigo distributors is available from the company website located at [www.vertigo3d.com](http://www.vertigo3d.com)

“Expanding our customer base internationally is an important part of our overall strategy, especially when you consider that companies like Microsoft generates over 50% of their revenue outside North America. So, we are working closely with our distributors and focusing on product localization to ensure Vertigo’s products are used by the huge digital design market that exists outside North America,” added James D. Stewart, President and CEO of Vertigo Technology Inc.

### **About Vertigo**

Vancouver-based Vertigo is a world-leading developer of high performance 3D software for the Windows, Apple Macintosh and Silicon Graphics platforms. Vertigo products are used by creative professionals in the new media, film, entertainment, broadcast, content and animation industries. Its customers include Time Warner Interactive, Walt Disney Studios, MTV, BBC, Electronic Arts and CNN. Vertigo products are available worldwide through leading distributors. Vertigo Technology Inc. is a wholly owned subsidiary of Vertigo 3D Inc. (CDN: VRGO).

-###-