Cisco Agreement

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Acal PLC
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ACAL plc ('Acal')

ACAL AWARDED EUROPEAN CISCO DISTRIBUTION PARTNER STATUS

Cisco has announced its new Europe, Middle East and Africa Distribution strategy and has awarded Acal one of their prestigious Cisco Distribution Partner positions.

Within Western Europe, the Cisco Distribution Partners, of which there are seven, are the only distributors that will have a direct purchasing relationship with Cisco. The remaining distributors in Western Europe, called Cisco Authorised Distributors, will in future have to procure Cisco products from a Cisco Distribution Partner.

Paris G Arey, Vice President, Europe, Middle East and Africa Channels & Alliances, Cisco Systems Inc. said:

'Our Cisco Distribution Partners have been carefully selected on the basis of many criteria including financial breadth, the ability to integrate into Cisco's backend systems and processes and particularly their ability to work on a pan-European basis. Acal has demonstrated these capabilities and we look forward to working with them in their new role as Cisco Distribution Partner.'

Acal's 'centre of excellence' for Cisco is the Netherlands where they have been a Cisco distributor for seven years and Tony Laughton, Acal's Chief Executive Officer, said:-

'Our networking products business has grown significantly in recent years. This appointment as a Cisco Distribution Partner is both a great honour and a challenge for Acal. It will enable us to achieve our desire to grow and extend our networking activities in Europe, and reflects the success that our team in the Netherlands, headed by Kees van Kempen and Marcel van Eemeren, has achieved.'

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Notes to Editors:-

1 The Acal Group is a leading European, value-added distributor providing specialist design-in, sales and marketing services for international suppliers in the fields of Electronic Components, Information Technology Products, IT Parts Services and Industrial Controls. Its value-added philosophy and geographic coverage enables Acal to provide specialist knowledge and support to customers on a pan-European basis.

2 Acal has operating companies in the UK, Netherlands, Belgium, Germany, France, Italy, Sweden, Norway, Finland, Denmark and the USA.