

**SWORD**

UPGRADE YOUR BUSINESS

Press Release

Vistaprint Rolls Out Sword Ciboodle for Enhanced Customer Support

Chicago, IL – August 4, 2009 – Sword Ciboodle, provider of customer-oriented business software and services, today announced that it has delivered a comprehensive CRM system to online marketing leader Vistaprint, designed to help the company enhance its customer service capabilities. After only six-months, the first phases of the deployment were completed, and the Sword Ciboodle customer interaction platform is now the central technology hub for Vistaprint's customer support.

Vistaprint offers small businesses everything they need to market their business with brand identity and promotional products, marketing services and electronic marketing solutions. As the company expanded, it sought an agile, scalable CRM product, including support for multiple languages.

Sword Ciboodle brings advanced technology to Vistaprint's contact center operations and allows the company's design, sales and support divisions to effectively process appropriate customer orders.

"Our business is constantly evolving, and many of the existing CRM packages in the market were not the right fit for this kind of dynamic business environment," said Michelle Healy, vice president design sales and service, Vistaprint. "Sword Ciboodle provided us with the agility we need to respond to changes, while providing a host of features we required out of the box. They also worked within a short period – on time and on budget."

The process-based solution was designed to be easily managed by Vistaprint with minimal input from Sword Ciboodle.

"Successfully delivering this project on time and on budget for an established and trusted brand like Vistaprint, with such a large customer base, is a key step in our strategic plan for growth in the U.S. and again demonstrates the short timeframe in which Sword Ciboodle can deliver comprehensive CRM solutions," said Paul White, CEO, Sword Ciboodle North America. "This is a key deployment for Sword Ciboodle in North America and we are looking forward to a successful ongoing relationship with Vistaprint, and rolling out many more successful projects across this continent and into Europe."

Ends

About Sword Ciboodle

Sword Ciboodle helps improve the way large organisations interact with their customers. The combination of award-winning, process-managed CRM software and specialist consulting and delivery services help Sword Ciboodle's clients achieve higher revenues from their customers and reduce operational costs. Sword Ciboodle is consistently recognised by industry analysts as one of the world's leading customer-centric technology providers. For more information, please visit www.sword-ciboodle.com.

Media Relations

Sword Group

e media@sword-group.com

t +44 20 8232 2555

Investor Relations

Sword Group

e stock@sword-group.com

t +33 472 85 37 40

About Sword Group

Sword Group delivers high value business applications to the world's largest companies globally.

With operations in 37 countries, Sword today employs over 2000 people and in fiscal year ending December 2007 generated \$263m in consolidated revenue.

An international leader in the delivery of Business Process Improvement solutions, Sword's skills, infrastructure and experience help our customers across regulated industries optimise performance, increase efficiencies and maximise return on investment.

With flexible delivery options, including On Demand and On Premises, combined with our extensive industry expertise, Sword provides comprehensive support to customers across insurance & healthcare, energy, banking & finance, telecoms, utilities, engineering & construction and government.

For more information, please visit www.sword-group.com.

Media and analysts contact:

Danny Sullivan

inmedia Public Relations Inc.

Tel (UK): +44 (0) 141 404 6478

Tel (US): +1 613 686 5657

Email: dsullivan@inmedia.com

Leo Valiquette

inmedia Public Relations Inc.

Tel: 613-234-7227 x226

Email: lvaliquette@inmedia.com

Media Relations

Sword Group

e media@sword-group.com

t +44 20 8232 2555

Investor Relations

Sword Group

e stock@sword-group.com

t +33 472 85 37 40

