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Growth Phase Europe Opens an International Incubation Center

—Experienced High-Tech Executive Team to launch a shared beachhead office center for U.S. Technology companies that have decided to grow and expand their business Europe —

PALO ALTO, California & GENT, Belgium, December 4, 2003 – Serial entrepreneur Chris Raman today announced the establishment of Growth Phase Europe, the first “European Market Expansion Incubator” as a solution to the difficulties many foreign firms face when establishing that crucial physical link into Europe.

Our facilities comprise of a renovated, mid 19th century neo-classical corner mansion, developed to a contemporary office standard and tastefully combining old-world elegance with modern technology, producing a quite unique environment that is conducive to both creativity and productivity. “This renovated complex will help many technology companies accommodate their first steps into Europe and we’ll help them prepare for a record growth. “

Growing businesses not having an international strategy are missing out on substantial business opportunities. To be eligible for being hosted in GrowthPhase’s incubator, a foreign company must be established in their home market and have a proven product and business model.

Our “international incubator” allows fast growing technology companies to boost their time to market and profitability in Europe, in breaking down the barriers to growth. Essential business services, interaction with appropriate audiences, valuable market knowledge and access to potential European channels are available for both our residential or virtual clients.

Growth Phase Europe’s Business Center is located in the mid-evil downtown of Ghent in the heart of Europe. Ghent is a popular city for both business and tourism and is conveniently located in Belgium approximately 35 minutes from the Brussels airport. A Fast Train (TGV or Thalys) connects from Ghent to e.g. Paris, Kohl, London and Amsterdam; all within 200 miles reach. Situated close to the capital of Belgium, Brussels, also the capital of the European Community, on the crossroads of the protestant north and the catholic south of Europe, it is a perfect location for unlocking the European market.

This location holds an impressive history of having incubated e.g. more than 50 Northern American technology businesses during their European launch. Companies from all over the world did initiate and manage their European operations and rollout from here.



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References range from "a set-up and rollout in 18 European countries in less than 9 months", and include names like Microsoft, Sun, IBM, PowerSoft or OnDisplay (Vignette). All these companies used "growth programs" that were put together and deployed from this location.

GrowthPhase will act as a perfect beachhead during the launch activities and offers business people from around the world a shared office building, common business resources, a wealth of market knowledge and a vast network ready to use as they deploy their solutions throughout the European Market.

Tenants will pay a monthly fee, up from €350 per participant depending on the company's needs. The fee covers fully services office rent, with optional marketing resources, staffing services, tax and legal advice, secretarial services, office amenities and a host of other necessities involved in running a business in Europe.

"But we also provide access to invaluable contacts, because over the past years this place dealt exclusively with companies involved in European Market Expansion." Chris Raman added. "One of the biggest values anyone gets out of this place is an own eco-net of partnerships for their business, provided one has the will to share his own experience too."

Arguably one of the world's busiest hubs -- perpetually forged by a vast cross-section of international influences -- Belgium, in the middle of mainland Europe has a business culture unlike any other. Any foreign technology business seeking to expand, compete or just do business with European firms, most are realizing that it takes more than just a plane ticket and youthful optimism. Chris Raman launched over 50 North American based technology companies throughout Europe, ranging from PowerSoft, Vignette, Silverstream, Showcase, Gentia, etc. so he knows what he's talking about.

"The goal of GrowthPhase Europe", he says, "is to prepare foreign businesses for the cultural differences, economic shock and the unique dynamics of the European market: 36 different languages, each with more than 2 million speakers, only 7.9% of the Europeans speak English as their first language -and where they do speak it well, they drive on a different side on the road - add the differences across Europe concerning VAT, and TAX, 48 different countries with their own customs and cultures, and different laws in the different European countries."

This new kind of incubator provides a first choice for any high tech businesses or venture capital firms portfolio companies planning for a rapid entry or expansion across Europe.

About Growth Phase Europe

Growth Phase, the premier European market expansion incubator partners with North American technology companies to accelerate revenues during their European growth. For more information visit www.gpeurope.com.