

## **PLUMBCHOICE ACQUIRES TIFIC AB**

*Technology Acquisition Ushers in New Paradigm of Technology Care Service 2.0*

**BILLERICA, MA and GOTHENBURG, SWEDEN, May 11, 2011** -- Remote technology service pioneer PlumChoice announced today it has acquired the Swedish company Tific AB, the leader in automated IT support solutions. The acquisition brings together PlumChoice's award-winning platform for delivering remote service relationship management with Tific's self-service and self-healing IT tools to create a new technology care paradigm. This new integrated continuum of support protocols will enable companies to more efficiently provide their customers with full-spectrum, scalable technology care service solutions that start before the first service call and end with a comprehensive whole home or small business technology care solution.

PlumChoice's patented SAFElink™ platform enables large companies such as ISPs, OEMs, wireless providers and retailers to efficiently launch a premium service business that drives customer satisfaction and loyalty. With its proven technology and infrastructure, PlumChoice has become the recognized leader in the premium technology care market with its focus on CSAT and effective service delivery. Having already developed the capability to resolve the most complex consumer and small business technology issues remotely, PlumChoice will leverage this acquisition to extend its innovative service and platform to help companies further reduce their Tier 1 service costs and improve customer experiences.

Tific's automated IT support solutions are used by some of the largest U.S. and European companies to automatically diagnose and resolve technical problems and help technicians perform their work more efficiently and effectively. The integration of PlumChoice's premium service platform provides a seamless solution to access live expertise and support for programming and deployment of tools when needed—either by end-users or tech-support professionals. Likewise, Tific's service automation portfolio provides PlumChoice with instant access to world-leading support tools that fit perfectly into PlumChoice's existing consumer and SMB premium support service offering.

This new solution overcomes obstacles in the tools-only deployment model with a more comprehensive service model that offers greater revenue potential for corporate partners with the ability to accelerate performance, reduce unnecessary issue escalation and streamline resources for more efficient operations.

"Tific tools provide services to tens of millions of users worldwide with a terrific reputation for innovative problem solving. Tific shares our 'Service 2.0' vision for successful service solutions that combine excellent tools to solve problems automatically and assist with the ongoing support of more complex issues," said PlumChoice CEO Ted Werth, the pioneer in premium technology services. "By joining forces, PlumChoice will continue to deliver the leading service platform."

The market has matured over the past 24 months with increasing demand for automation mixed with service. "The combination of PlumChoice's service innovation, tremendous reach and reputation for high-quality services with Tific tools will dramatically accelerate Tific's growth," said Pär Ribbner, former CEO of Tific, who will take on the dual roles of President of Tific and Senior Vice President at PlumChoice. Tific will operate as a separate unit. "With the acquisition and growth investment from PlumChoice, our team is energized and excited about the opportunity to expand in the U.S. and capitalize on the market opportunity for Service 2.0."

"The acquisition of Tific provides PlumChoice with significant capabilities," said Kurt Scherf, Vice President and Principal Analyst, Parks Associates. "PlumChoice's acquisition of EveronIT earlier this year enhanced its capabilities to address the unique needs of small- and medium-sized businesses, an area of increasing focus for technical support service providers. Tific's service automation portfolio is an

example of a key technology need for service delivery suppliers both on a U.S. and an international basis. Our recent research shows this market growing dramatically and this type of combination will position PlumChoice even further into a leadership position."

*About PlumChoice*

PlumChoice is setting a new standard of customer care with its Service 2.0 approach that has reinvented the way technology care is provided to connected homes and small businesses. As the largest independent technology care provider in the industry, PlumChoice pioneered the remote technical services business in 2001, providing 24x7 online repair and assistance for digital devices through local industry-certified agents. With the addition of its patented SAFELink™ service relationship platform, PlumChoice now offers a fully integrated and highly secure solution for service providers and other business partners, working under their brand names to provide them with new sources of revenue and cost reduction. PlumChoice's services can be delivered remotely or on-site as a one-time incident, bundled with products/services, or subscriber-based solution. Covered devices include PCs and Macintosh® computers, laptops, netbooks and mobile phones, TVs and home theater systems, routers and servers, networks, security systems, consumer electronics, software, peripherals, iPhones® and other devices. For more information, visit [www.plumchoice.com](http://www.plumchoice.com), call 1-866-811-3321 or email [pr@plumchoice.com](mailto:pr@plumchoice.com).

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