

Blue Reef ready for US Market

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Slattery's Internet Watch

With initial investment from Australian Distributed Incubator (ADI), further capital from M-Group and funds gained through Victorian Government's VicStart program and the Federal Government's COMET (Commercialisation of Emerging Technologies Program), Blue Reef is ready to take on the US market. Headed up by Rob Smyth who founded Impaq, Blue Reef is being introduced to the United States market via a University of California program. The program allocates groups of MBA executives who will spend six months developing a tailored market entry strategy for Blue Reef.

At the conclusion of the program in December, Blue Reef's offering and proposed market strategy will be presented to prospective partners and venture capitalists to springboard Blue Reef's US business development. The cost of participating in the project, plus initial setup costs in the United States, will reach around \$1M. Blue Reef's technology enables secure collaboration and commerce over open networks as a stand-alone solution or managed service. <www.blureef.com.au>