



Esmertec shareholders approve acquisition of Purple Labs

Capital increase for acquisition of Purple Labs SA approved at Extraordinary General Meeting

Esmertec AG renamed Myriad Group AG, retains listing on SIX Swiss Exchange

DUEBENDORF-ZURICH, Switzerland – March 19, 2009 – Esmertec AG announced today that its shareholders overwhelmingly approved the acquisition of Purple Labs, creating Myriad Group AG, Europe's leading mobile software vendor.

At the EGM, shareholders voted in favour of the creation of the additional capital necessary to complete the all-share acquisition.

Esmertec shareholders also approved changing the company's name to Myriad Group AG, to reflect the new dimension of the combined business. The new company holds the widest and most market-proven portfolio of mobile software in the world.

The Board of Directors of Myriad, chaired by Hans Peter Baumgartner, has been strengthened by the election of three additional members: Roland Manger, Loek van den Boog and Simon Wilkinson.

Simon Wilkinson, Chief Executive Officer of Purple Labs, has been appointed CEO of Myriad. Thomas Hornung, Chief Executive Officer of Esmertec, is leaving the company and will act as advisor to the Executive Team.

The Executive Management Team is:

- Konrad Hurni, Chief Financial Officer
- Paul Aitken, Chief Operating Officer
- Steve Langkamp, Chief Commercial Officer
- Malcolm Dawe, Chief Product Officer
- Jean-Luc Gianduzzo, General Manager and SVP Mobile Operator Business
- Alexandra de Vazeilles, SVP Human Resources
- Gordon Tsang, SVP Sales & General Manager Asia

Closing of the transaction is scheduled for the upcoming weeks.

Details of the EGM, as well as the biography of the members of the Board of Directors and the Executive Management Team, are available on the new Myriad website (<http://www.myriadgroup.com>).

Investor Calendar

FY 2008 results
Annual General Meeting (AGM)

March 31, 2009
May 19, 2009



About Esmertec

Esmertec is a global provider of mobile software platforms and services, mastering the key technologies for the design of mobile phones. Esmertec is joining forces with Purple Labs SA, creating a new combined business called Myriad Group AG, Europe's leading mobile software vendor.

With its broad portfolio of products and services, Myriad is a valued partner for phone manufacturers and mobile network operators that aim to create innovative user experiences for the mass market.

Headquartered in Zurich, Switzerland, Myriad will retain Esmertec's listing on the Swiss Stock Exchange.

For more information, visit www.myriadgroup.com.

For further information

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