



MWA Intelligence and European Partner Colour Image B.V. Kick Off New Initiatives at the European MPS Conference!

Scottsdale, Ariz. – October 1, 2009 – MWA Intelligence, Inc. (MWAi), a leader in enterprise-class M2M (machine-to-machine) and M2P (machine-to-people) solutions and services, and Colour Image B.V. will serve a gold sponsorship at the MPS 2009 European conference 2009 October 21-23 in Amsterdam, Netherlands at the Amsterdam Marriott Hotel.

Colour Image B.V. was appointed by MWA Intelligence as its BeNeLux reseller in June of 2008. Colour Image has integrated the Enterprise Solution Suite in their Managed Printing proposition specifically to the Benelux countries, with a strong focus to Corporate and International Accounts. Colour Image B.V. has been ramping its business up for more than one year and is focused on greater expansion going forward.

“MWAi is a leader in providing cutting edge technology to the imaging industry and has revolutionized the customer care services of its clients,” said Rob Bosman, Managing Director of Colour Image B.V. “Colour Image B.V. is excited to introduce MWAi’s leading-edge solutions to the European market in order to facilitate our dealer community and Corporate and International Accounts from Hardware vendors in realizing these same benefits.”

The MWAi Intelligent Enterprise Solution Suite, comprised of our remote asset management, managed printing and mobile workforce automation solutions, delivers the full enterprise class M2M and M2P application to the European office equipment market. End-users and office equipment manufacturers and -dealers now have access to real-time business critical information, including meter counts, devices status, service alerts, consumables levels and a wide host of critical diagnostic information for greater operational efficiency and improved customer care. European customer service teams now have the ability to receive real-time asset information on their mobile devices anywhere and anytime for greater response times and improved service standards.

“The strategic partnership with Colour Image B.V. has been building momentum for the MPS business throughout the Pan European marketplace and MWAi is proud and eager to take more aggressive steps in expanding our international reach with our great European partners at Colour Image B.V. The upcoming MPS Conference will solidify for the imaging business the new standard for our business and it is a universal language everyone knows as MPS!” said Michael T. Stramaglio, CEO and President of MWA Intelligence, Inc.

About MWA Intelligence, Inc. – MWA Intelligence, Inc. offers leading edge technologies, world-class customer service and expertise in the office equipment and utilities vertical markets. We deliver comprehensive solutions to companies in need of remote asset management and improved service standards. MWA Intelligence has developed a platform independent approach to asset, service and mobile workforce management that is flexible and scalable to accommodate a company's unique requirements and grow as your business model evolves. Our solutions drive greater customer satisfaction and profit to the bottom line. For more information, please visit: www.mwaintelligence.com.

About Colour Image BV: We want to serve *our* customers with a true, shared, value add in their communication by images, with a strong focus on documents. We focus on improvement in efficiency and effectiveness in their document work processes. Our customers communicate in a highly effective way, based upon the right (image) processes, with a customized dashboard to enlarge their business. For more information please visit www.colourimage.eu.

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