

For Immediate Release

MDeC awards Profitera – CDP Achievement Award (Product Assessment and Rating Standards) – December 8, 2010

PETALING JAYA, December 8, 2010 - Multimedia Development Corporation (MDeC) awarded Profitera Corporation Sdn Bhd (Profitera) the **Certification of MSC Malaysia Capability Development Achievement** for **Profitera's software – PowerApps**, which is a

comprehensive software solution for Revenue Collections, Debt Recovery and Agency Management. This certificate is given to resilient Malaysian companies who have maximized their potential through process improvements, technical product assessment and refined business management throughout the year.



MSC Malaysia - Capability Development Achievement Event 2010

“This year's initiatives were targeted at bringing Malaysian companies to the path of sustainable growth, stressed MDeC's Capability Development Program (CDP) Head, Dr. Karl Ng. I believe these programs are intended to help companies generate more revenue and expand market share. “

“We are thankful to MDeC for their acknowledgement and award. The MDeC innovative programs really help improve local companies like us to move to the next level via training, product assessment, rating & endorsement; said KeshMahinder Singh, CEO & President of Profitera. We have seen significant improvements in our staff who attended the training, product functionality richness, testing efforts and overall release management approach, as a result of our participation in the CDP activities of MDeC.”



About MDeC

MDeC has been given the mandate by the Malaysian Government for the coordination, promotion and development of the information technology (IT) industry and selected services in MSC Malaysia.

Incorporated under Companies Act of Malaysia, owned and funded by the Government, Mdec advises the government on IT legislation and policies, develops MSC Malaysia-specific practices and set world-class standards for MSC Malaysia information infrastructure and urban development.

As a performance-oriented, client-focused agency, MDeC facilitates applications MSC Malaysia Status. MDeC also assists in expediting permit and license approvals, and introduces companies to financiers and high value business partners. More information about MDEC can be found at www.mdec.my

About Profitera

Profitera Corporation is a leading technology provider of Revenue Collections and Debt Recovery Management Software Solutions. Profitera provides solutions to help its Customers focus on their Clients and optimize Profits throughout their Revenue & Profitability Lifecycle. Profitera PowerApps can be leveraged by various industries including Banking, Debt Buyers, Telecomm, Utilities and Government to automate their Revenue Collections, Debt Recovery and 3rd party Agency management processes. Profitera has strategic alliances with global technology providers including IBM, AMD, Intel, Red Hat, Novell, HP and Oracle, whereby Profitera's solutions are certified on their respective platforms. www.profitera.com

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Certificate of Achievement – MSC Malaysia Product Assessment and Rating Standards for Profitera PowerApps Version 4-1



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