

## “LeaseEagle® a finalist in the 2007 iAwards.”

April 23, 2007 (Melbourne, AUSTRALIA)

Synetek Systems announced today that it has been recognised as a finalist in the 2007 iAwards for its leading Web2.0 management system, LeaseEagle®.

As a finalist in the Applications & Infrastructure Tools category Synetek Systems are now in the running to be named as an iAwards winner when they are announced at the ICT industry's gala dinner in Sydney on May 30, 2007.

“Synetek is very excited and proud to be announced as an iAwards finalist for our LeaseEagle® solution. Utilising both open-source community and core Synetek technologies LeaseEagle® has been developed as a leading Web2.0 application to make the management of a retailer's store portfolio easier, quicker, cheaper and more secure,” stated Jason Polites, Synetek Co-founder.

Developed in Australia by Synetek Systems and first released in 2005, LeaseEagle® has become the leading web-based lease management solution for retail and franchise businesses in Australia and New Zealand. Recently announced the company has now expanded the systems operations to North America and will soon do the same into Asia.

“As both the platform for trading operations and as one of the largest business costs, a retailers' store real estate portfolio is being seen more and more as a strategic business component than simply a 'dead' cost. Retail and Franchise businesses can achieve significant bottom line savings on both occupancy costs and administrative costs by utilising the LeaseEagle® system,” said Lee Trevena, Synetek Co-founder.

LeaseEagle® allows chain and franchise retailers to centrally manage information relating to their store portfolio, perform 'live' benchmark analysis, charge reconciliations and professionally administer work flow tasks. Most importantly these once complex and time consuming tasks can be performed quickly and easily through a unique Web2.0 experience.

### **SYNETEK SYSTEMS PTY LTD**

Synetek Systems Pty Ltd is an Australian software company specialising in the development and marketing of on-demand business software applications for the global small and medium business (SMB) market. Synetek's software as a service (SaaS) delivery model enables rapid client deployment and adoption and are designed to create "Simple Intelligence" by empowering our customers to be more strategic and better protected and informed.

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### **THE IAWARDS**

The iAwards program recognises the innovative spirit of the Australian ICT industry and its influence across countless industries and markets and in doing so provides international recognition for Australia's world-class ICT products and services. Being nominated for an iAward enables Australian companies to benchmark their ICT solutions and partnerships against the best Australia has to offer before embarking, in many instances, to compete on the world stage.

The iAwards - the Australian ICT industry's premier annual awards program – is presented by AIIA, the Australian Financial Review, the CSIRO ICT Centre and MIS Australia.

