

## News Release

*For immediate publication*

### POPWARE JOINS THE CREATECH GROUP

**Montreal, March 27<sup>th</sup>, 2006** – The Createch Group, a member of the BCE Family, announces today that PopWare, a Hamilton Ontario based company specializing in asset management solutions, is joining its organization. By combining the operations of the two companies, Createch’s supply chain solutions expertise is even more comprehensive with the addition of 45 asset management solutions experts from PopWare, which brings the combined team to over 200 subject matter experts.

“PopWare’s expertise in asset management solutions is a great addition for Createch and its customers”, commented Jean-Marc Leboeuf, Createch’s President. “Customers can now rely on a supply chain expertise complemented by specialized asset management solutions and focus.”

Formed in 1997, PopWare is one of the foremost asset management solution providers with hundreds of customer engagements around the world, and with expertise with industry leading software applications such as Maximo and Avantis. PopWare has worked with organizations to help them improve asset management performance across all their asset classes including plant equipment, facilities, fleet and IT infrastructure.

“Createch, very much like PopWare, offers business and technology expertise to companies that are looking to improve their performance”, said Mike Popovic, the president of PopWare. “Joining Createch will benefit existing and future customers looking for a single source service provider with business and technology expertise spanning multiple applications and industries.”

This combination is part of Bell Canada’s effort to reorganize and better focus on application and business services capabilities in the supply chain spectrum. The Createch Group plays an important role in Bell Canada’s Information, Communication and Technology (ICT) initiative by providing business consulting and technology integration services to companies of various sizes and across multiple industries.

**About The Createch Group**

Aiming to improve business performance of its customers, The Createch Group is a national leader in supply chain optimization and information technology integration. Since 1993, Createch offers services in manufacturing and logistics performance improvement, process reengineering, change management, information technology integration, and now asset management. To date, the new Createch has carried out more than 2000 projects and helped over 700 companies improve their business performance.

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