

Opticore appoints Göran Malmberg as Vice President of Worldwide Sales

Gothenburg, May 10th, 2005

Opticore today announced that former PTC (Parametric Technology Corporation) Sales Executive **Göran Malmberg** has been appointed as Vice President of Worldwide Sales. Mr. Malmberg brings to Opticore 20 years of high-technology sales experience. At his former position at PTC, Mr. Malmberg pioneered the PTC (Nasdaq:PMTC) operations in the Nordic Countries where he was instrumental in the success PTC on this market.

At Opticore Mr. Malmberg will be responsible to continue the development of the Global Sales and Marketing organization in order to take Opticore to the next level of leadership for its industry.

"Opticore delivers a world class solution for Design and Visualization and I am intrigued by the opportunities ahead," **Mr. Malmberg** said. "Opticore is already a leader in their industry and I plan to leverage my experience to further that leadership.

"I am very pleased to welcome Göran Malmberg as a new key member of Opticore's management team" says **Lars O Pettersson**, CEO of Opticore. "Opticore is ready to take an important role when it comes to providing high-end visualization solutions to the global PLM industry. Mr. Malmberg's experience is of significant importance for our future growth and success. Mr. Malmberg's engagement in Opticore is one of many steps taken in our strategy to put Opticore in the position as the worldwide key player in the visualization area of the PLM industry."

About Opticore

Opticore (www.opticore.com) is the world's leading developer of 3D real-time software for interactive product visualization with more than 200 customers. Leading manufacturing companies such as Audi, BMW, Volvo, SAAB, Ford, GM, Nokia, Italdesign, Honda, Daihatsu, and Mitsubishi and more are successfully using Opticore software based applications in automotive- and industrial design development. Opticore is a privately held company with its corporate headquarters in Gothenburg, Sweden, and a subsidiary in Detroit, Michigan. Opticore has worldwide distribution via a network of resellers and sales offices located in North America, Europe, and Asia.

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