



# NEWS

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## **VISTA Redefines Product Management and Development Responsibilities to Fully Support the Advancement of Tomorrow's Applications**

October 23, 2006 - VISTA International, the leading global provider of software systems and support services for the publishing industry, has redistributed job roles, greater emphasizing the expansion of product development and professional services.

Gary Bowman, Operations Director of VISTA Europe, will be joining VISTA's Applications & Technology Group, to become Product Development Director for VISTA's global operations. This includes all applications engineering and management activities in all of VISTA's markets. This change will transfer the responsibility from the Group Chief Executive, George Lossius, so he can focus on the strategic growth of the organization while Gary centers his attention solely on developing VISTA applications.

Lossius commented, "As we invest significant time and resources in our applications, the process and team needs a greater level of involvement and drive from an Executive Board member. I felt it was critical that applications development has constant support and involvement from the executive level. Gary has a great deal of experience in this area, including having led the creation of PubE asy, and I am confident that his experience and drive will be of significant benefit to both us and our customers."

To allow Gary to concentrate on product development, his current operational responsibilities will be split between Colin Bottle, Managing Director of Europe, and Jason Bennett, now taking full responsibility for all projects as Professional Services Director.

### About VISTA International

**VISTA International** is the leading worldwide provider of solutions and services for the publishing industry. VISTA is a committed business partner to publishers, distributors and booksellers supported by our systems throughout the world. Our solutions fit all aspects of the publishing value chain, from author care through production, rights and royalties to warehouse and fulfillment - all integrated in an e-business environment, with full access to the analytical power of Publishing Intelligence.

To complement our comprehensive enterprise solutions, the full range of VISTA services include applications implementation, applications management and hosting services, and publishing-specific business consulting, together with lifetime customer support.

VISTA was founded in 1977 and has offices in Europe, North America and the Asia-Pacific region. Visit us on the web at [www.vistacomp.com](http://www.vistacomp.com).

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