



Press Release  
For Immediate Release

## **KOREM ACQUIRES PRIMUS GEOGRAPHICS AND STRENGTHENS ITS POSITION IN THE UNITED STATES**

**Quebec City, Quebec, April 14<sup>th</sup>, 2009** / KOREM, a leader in the development and integration of Web-mapping solutions and geographic information systems, today announced the acquisition of Primus Geographics Inc. (Primus), an US company specializing in location-based software, data and services. Headquartered in Denver, Colorado, the company commercializes their products and services throughout the United States.

“The main objective of this first acquisition aims at strengthening our penetration of the US market by providing KOREM with a proven sales force in the territory”, said Sebastien Vachon, KOREM founding President. “KOREM’s market position is an enviable one. Over the last years, KOREM has had tremendous success selling geospatial and business intelligence solutions to a diverse base of major Canadian and US customers in industries such as banking and insurance, public safety, telecommunications, oil and gas, and distribution. KOREM is very proud of the Primus acquisition which perfectly fits with our overall growth plan” added Mr. Vachon.

Founded in 1998, Primus Geographics has worked with over 400 companies and organizations many of which are Fortune 500 companies. The US company has forged many strategic partnerships with industry leaders such as PBBI, NAVTEQ, SRC, Microsoft, Tele Atlas, etc. These alliances allow Primus to provide their customers with high quality products and services, crafted just for their organization’s growing needs. Primus has been recognized as an industry leading VAR over the past five years by receiving “Partner of the Year” awards from several of its key technology partners.

“Primus Geographics was started 11 years ago and has steadily grown into a business that continues to exceed our expectations” said Guy Larson, Primus co-founder and President. “I have known KOREM for many years and I am very proud of the agreement that we have reached. Primus has built an important customer base over the years and will give KOREM the opportunity to market their products and services to that customer base leveraging Primus’ staff expertise. I am convinced that Primus will contribute to KOREM’s expansion and continue in delivering the best solutions to their customers”, he concluded.

### **About Primus Geographics**

Primus Geographics Inc. is a consulting company that specializes in location. We offer a range of “best-of-breed” spatial software, data and services to help you make better business decisions. We will help guide you through the myriad of options to determine the right solution, crafted just for your organization’s needs. From powerful and customized desktop mapping applications to fully integrated Web-based enterprise-wide deployments, Primus Geographics will help you integrate powerful geographic technology in your business applications. Primus Geographics is Business Intelligence Through Geography™.

### **About KOREM**

Founded in 1993, KOREM develops and implements integrated, evolving and high quality geospatial solutions that meet customers strategic and management requirements on a national and international scale. KOREM’s workforce capacities, expertise and creativity have contributed to put together solutions to better locate, describe, disseminate, understand and analyze the information improving decision-making throughout organizations. The mastering of these fields of knowledge combined with business intelligence and geospatial allows KOREM to accommodate clients with diverse needs. ISO 9001:2000 certified, KOREM assures its clientele of high-level standards of services and top-quality satisfaction, based on dynamic and reliable work parameters. For more information, visit [www.korem.com](http://www.korem.com).

Contact KOREM

Anne-Andrée Morin

Phone: (418) 647-1555

Toll free: 1 (888) 440-1627

Fax: (418) 647-1666

Email [info@korem.com](mailto:info@korem.com)

Website: [www.korem.com](http://www.korem.com)

Contact Primus Geographics

Guy Larson

Phone: (877) 692-0306

Fax: (720) 200-4323

Email: [info@primusgeo.com](mailto:info@primusgeo.com)

Website: [www.primusgeo.com](http://www.primusgeo.com)