



**esmertec**

## **Esmertec welcomes Michel Bon, Former CEO and Chairman of France Telecom, to its Board**

**Duebendorf-Zurich, Switzerland – July 22, 2004** – Esmertec™

([www.esmertec.com](http://www.esmertec.com)), a leading provider of Java™ solutions for mobile phones and embedded devices, is pleased to announce that Michel Bon has accepted the invitation to join Esmertec as a member of its Board of Directors.

Michel Bon brings to Esmertec an outstanding business track record and extensive experience across several industries. He started his career in banking before joining Carrefour in 1985 as CEO. In 1993, he was appointed by the French government to head the National Agency for Employment (ANPE), where over 900,000 jobs were created under his stewardship.

From 1995 to 2002, Mr. Bon served as the Chairman and CEO of France Telecom. Under his leadership, France Telecom became one of Europe's largest telecom operators and the company was radically transformed from a state-owned telephone monopoly to a full-service publicly listed telecommunications provider.

Michel Bon currently serves as Chairman of Institut Pasteur, a leading research institution, as Chairman of Institut de l'Entreprise and sits on the boards of several companies.

"We are honored to welcome someone of such prominence as Michel Bon to Esmertec's Board," said Alain Blancquart, CEO of Esmertec. "His extensive experience will be very valuable to us."

"I am impressed by what Esmertec has achieved over such a short period of time in software solutions for mobile communications," said Michel Bon. "I look forward to working with the Board and the Company's management to lead Esmertec into its next wave of growth."

**About Esmertec**

Esmertec is a leading software company focusing on solutions and technologies for mass-market devices such as mobile phones, PDAs, home multimedia systems and machine-to-machine platforms. Esmertec provides JVM and J2ME enabling software solutions delivering high-performance computing on small devices to mobile equipment and consumer appliance manufacturers, embedded systems solutions providers, mobile service operators and application developers. Founded in 1999, Esmertec is a global company headquartered in Duebendorf-Zurich, with engineering, sales and customer support operations in Switzerland, France, the UK, the USA, Singapore, China, Korea, Taiwan and Japan.

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