



Press Release
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Relocation and new company name

"SVA-BizSphere AG" becomes "BizSphere AG" and relocates from Wiesbaden to Mainz

Stuttgart, October 27, 2010 -- The international start-up company SVA-BizSphere AG which specializes on software and services solutions for enterprise sales and marketing organizations, changed the company name into BizSphere AG as of October 21st and relocates the management office from Wiesbaden to Mainz with the beginning of November. The company originally started 2007 as a spin-off of SVA GmbH. With the relocation and the new company name, BizSphere gives a clear signal for increasing its presence in the market. The previous change in the management board and its commitment to innovation and marketing weeks ago were the first steps of the company's re-positioning efforts.

The new location in Mainz will be the biggest BizSphere location in Germany and will also serve as the executive management office, the headquarters' location will remain in Stuttgart. "With this step we've made another important statement to firmly establish our market position", says Jochen Moll, CEO of BizSphere AG. "The Rhein-Main area is a very innovative economic region and the new office location in Mainz helps us to take advantage of an excellent business infrastructure", Moll emphasizes. "The new company name and the relocation to Mainz are milestones for the growth and development of BizSphere", Sven Eichelbaum adds, Chairman of the Supervisory Board of BizSphere AG and Member of the Board of SVA GmbH.