



SOFGEN Holdings Limited

Press Release

SOFGEN LAUNCHES NEW OFFICE IN MEXICO CITY

Signals further expansion across Latin American Region

21 September 2010: SOFGEN Holdings Limited (SOFGEN), an international banking IT consulting firm, today announced it has opened a new regional office in Colonia Juárez (Mexico City), Mexico. The strategic location will serve as a regional hub with a focus on delivering core banking and related IT services.

Jorge Morlett, Regional Business Development Manager, who brings over a decade of experience in delivering banking IT services in Mexico, and SOFGEN's Western Hemisphere team of over 50 bankers and engineers with an average ten years of experience each, will be supplemented as needed with SOFGEN's worldwide talent pool.

“As part of our continued expansion throughout the Western Hemisphere, SOFGEN is pleased to open its latest office in Mexico City,” said Russell Rothchild, CEO, SOFGEN Americas. “The strategic location of this office, as well as the addition of Mr. Morlett, will further advance our global market-leadership position.”

SOFGEN's new office is located at Torre del Angel, Paseo de la Reforma #350 Piso 10, Col. Juárez, CP 06600, México DF.

About SOFGEN Holdings Limited

SOFGEN is an IT consulting group specialized in private, commercial and retail banking. Founded in Geneva, Switzerland in 1999, SOFGEN serves banks from its principal offices in Geneva, Chennai, Singapore, London and New York. The SOFGEN group employs 300+ staff, serving the IT requirements of 200+ clients and providing solutions and products that cover the entire system life cycle, from requirements analysis and system selection to implementation and ongoing post implementation support. Kindly visit www.sofgen.com or contact us on info@sofgen.com.

For more information, please contact either:

Russell Rothchild

CEO, Americas
General Manager, Western Hemisphere

SOFGEN Americas, Inc.

250 West 57th Street
Suite 901
New York, NY 10107

Office: +1 (212) 710-0524
Mobile: +1 (917) 282-8463
Fax: +1 (212) 710-0501
rrothchild@sofgen.com

Jorge Morlett

Regional Business Development Manager
Mexico y AL.

SOFGEN Mexico

Torre del Angel,
Paseo de la Reforma #350 Piso 10,
Col. Juarez, CP 06600
México DF

Office: + (52 55) 9171-1403
Mobile: + (52155) 1384-9965
Fax: + (52 55) 9171-1499
jmorlett@sofgen.com