



FOR IMMEDIATE RELEASE:

PROFIDA LAUNCHES WEB EDITION

Surrey, UK, 20 July 2009 – Strast Solutions Limited announces the release of a new edition of its software product - Profida.

Web-based software offers the advantage of facilitating access to data for intermediaries and advisers who are on the move, and for clients who want to check on their policy details from their homes.

Profida has extended its product range to offer *Profida Web Edition*. The move online means we now offer our customers a fully managed service, accessible via the web, says Nadia Valjalo, Managing Director of the Profida team.

Migrating from an on site application to offering *software as a service* provides a cost effective alternative for businesses to consider when choosing their technology partners. Advantages include: not having to purchase or maintain additional hardware, no need to develop a backup and disaster recovery plan internally, and the ability to access data from multiple office locations.

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ENDS.

Notes to editors

About Profida Software

Founded in 1999, in South Africa, Profida made the decision to expand into the UK following its success as one of the most advanced products on offer in the South African market. Early 2009 saw the launch of the Profida Professional Edition followed swiftly by its Web Edition in July.

Profida offers a complete solution by providing both front and back office functionality. It covers advanced client management including features for managing work flow and template creation for all reporting.

FNA is also offered for advisers who undertake financial needs analysis and planning. Insurance administration is supported by offering the creation and administration of policies, claims processing and tracking and management of payments.

For more information visit www.profida.co.uk or contact info@profida.co.za.