IAR Systems continues its expansion in Europe with new sales organization in Denmark

Uppsala, Sweden—May 16, 2012—Today, IAR Systems announces that all sales and services activities in Denmark will be addressed and handled on a direct basis by IAR Systems. Denmark, with its advanced and highly specialized industry has a huge market potential, and IAR Systems will capture this by investing in direct market focus.

IAR Systems has a long history in Denmark where it acquired visualSTATE already in 1999. The company has since then grown its customer base in Denmark quite substantially and local presence will ensure that Danish customers receive great attention and rapid service.

To head and grow this direct sales and marketing effort towards the Danish market IAR Systems has hired Trygve Angell as its Senior Sales Manager for Denmark. Trygve Angell has previously been Chairman of the Board for IAR Systems AB from 2006 to 2010.

"IAR Systems is a very healthy company, our product portfolio with IAR Embedded Workbench as the core product is stronger than ever before and we are very pleased to offer our technology to the high-tech industry in Denmark," says Liselott Lundeborg, Nordic Sales Director, IAR Systems. "The expansion into new markets is very important for us since it allows building strong and long-lasting relationships with our customers. With the new local presence, I am confident we will serve our customers better, and also grow with the potential we see in the Danish market."

Earlier this year IAR Systems opened a sales and support office in Soeul, Korea. IAR Systems' corporate headquarters are located in Sweden and the company has sales and support offices in the United States, Japan, China, Germany, the United Kingdom, France, Brazil, and Korea. In addition, IAR Systems is represented by distributors in some 25 additional countries.

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About IAR Systems

IAR Systems is the world's leading supplier of software tools for developing embedded systems applications. The software enables over 14 000 large and small companies to develop premium products based on 8-, 16-, and 32-bit microcontrollers, mainly in the areas of industrial automation, medical devices, consumer electronics, telecommunication, and automotive products. IAR Systems has an extensive network of partners and cooperates with the world's leading semiconductor vendors. IAR Systems Group AB is listed on NASDAQ OMX Stockholm. For more information, please visit www.iar.com