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Hypertechnologie Ciara Inc. DBA Ciara Technologies Announces Its Membership In the Microsoft Platinum OEM Program

Montreal, Quebec, Canada - December 8th, 2003 - Hypertechnologie Ciara Inc.

DBA Ciara Technologies, today announced its new status as a Microsoft Platinum OEM. Ciara Technologies, which provides services as a manufacturer of personal computers, servers and workstations based on Intel technology, has been named a Microsoft Platinum OEM because of its direct agreement with a Microsoft subsidiary to license Microsoft products for distribution in fully assembled personal computers. The Microsoft Platinum OEM designation will enable Ciara Technologies to take advantage of the positive attributes of the Microsoft Brand.

“Ciara Technologies is extremely pleased with our new status as a Microsoft Platinum OEM”, said Robert Ahdoot, President, Ciara Technologies. “Being a Microsoft Platinum OEM enables us to communicate the direct licensing agreement we have with Microsoft via our marketing efforts with the channel and end-user customers.”

The Microsoft Platinum OEM designation allows Ciara Technologies to utilize the Microsoft Platinum OEM logo, which is an easy way for customers to recognize Ciara Technologies as one of Microsoft’s valued OEMs.

“Microsoft is very pleased to have Ciara Technologies as a Platinum OEM”, said Andy Ives, of Microsoft. “Today, Microsoft recognizes Ciara Technologies and welcomes it as a new Microsoft Platinum OEM.”

Incorporated in 1984, Ciara Technologies celebrated this year its 19th year in business in the information technology field. In spite of the economic context of the last few years, Ciara Technologies not only maintained but increased its market share while financing its growth 100% through its benefits. We are proud to have become the largest Canadian manufacturer of Intel based computers. Established in Montreal, Ciara Technologies sells and services its products everywhere around the world.

For more information, press only:

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