

HYPE Appoints Dietmar Breyer as Chief Operating Officer

BONN, Germany and BOSTON, Mass. – (8 December 2011) HYPE, a leader in innovation management software and one of the fastest growing global innovation solutions providers, today announced the appointment of Dietmar Breyer as Chief Operating Officer. Breyer is based in HYPE's global headquarters in Bonn, Germany and is responsible for leading the company's global expansion strategy.

As Chief Operating Officer, Breyer is overseeing HYPE's sales, delivery, and support operations, growing the sales, consultancy, and professional services teams, and developing the channel partner program. His focus is to ensure HYPE's experienced, multi-lingual sales and services teams are well positioned to support the company's rapidly-expanding global enterprise customer community to realize maximum value from their HYPE's solutions. Breyer brings more than 25 years of executive management experience to HYPE, most recently serving as Chief Operating Officer for SAFE ID Solutions and leading the company to achieve significant growth. Prior to SAFE ID Solutions, Breyer was Chief Executive Officer for Kleindienst Datentechnik, where he was responsible for overseeing the company's IPO, managing its sale to BETA systems, and afterwards leading the sales organization as Chief Sales Officer (CSO). His experience in the enterprise software and solutions industry includes document management, content management, identity management, business process management and security software.

"With the rapid demand for innovation to extend beyond its traditional home within R&D to all areas of the enterprise, enhancing our global footprint is a key to our continued growth and long-term success," said Enno Scholz, Chief Executive Officer. "Dietmar Breyer's successful track record in sales and management within the software industry will enable HYPE to expand idea and innovation management software to key markets and to deliver great solutions to our customers," added Scholz.

With customers in more than 25 countries, its software translated in over 17 languages, and a user community around the world, HYPE is experienced at adapting its software to meet the unique business needs of global organizations. The company's HypeIMT platform delivers end-to-end solutions across the entire innovation spectrum, including innovation management, open innovation, front end portfolio management, and innovation for productivity, process improvement, and cost-saving.

About HYPE (www.hypeinnovation.com)

HYPE, a trusted innovation expert for over 10 years, delivers enterprise software and business solutions in over 17 languages to customers around the globe. Companies select HYPE for our flexible, scalable software, our client-centric team of experts, and our experience in successfully delivering solutions across the entire innovation spectrum. Our global customer community includes leading innovators such as General Motors, GE, P&G, Bombardier, DHL, Roche, Nokia-Siemens, Daimler, Airbus, General Mills, Saudi Aramco, Bechtel, Clorox, Deutsche Telekom, and many others. Visit our website at www.hypeinnovation.com to learn how HYPE enables companies to transform their best assets – employees, customers, partners, and suppliers – into dynamic and engaged innovation communities.