



**Invention Machine:**

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**FOR IMMEDIATE RELEASE:**

## **Invention Machine Continues Global Expansion with Opening of New Japanese Office**

*Company Boosts Asia Pacific Presence; Appoints Industry Veteran, Kiyoshi Shikakura, Vice President of Sales, Asia Pacific North Rim*

**Boston, MA. — March 20, 2007:** Invention Machine Corporation, the leading provider of software that accelerates product innovation, today announced that it has opened a regional office in Japan and has appointed Kiyoshi Shikakura as Invention Machine's Vice President of Sales, Asia Pacific North Rim. The new office, located in central Tokyo, builds upon Invention Machine's long-standing commitment to the Asia Pacific region and reflects the growing regional demand for Invention Machine's flagship product, Goldfire Innovator™.

Invention Machine has been working with resellers and distributors in Asia Pacific for more than ten years, and has amassed a customer base that includes some of the foremost names in electronics, appliance, automotive, industrial and life sciences manufacturing, including: Toshiba Medical, SONY, LG Electronics, Omron Corporation, Samsung, LG Micron, NEC, POSCO, Matsushita, Hyundai Heavy Industries, Taiwan Power, JFE Steel, and Hitachi LTD.

The new regional headquarters will provide strategic sales support for Invention Machine's growing base of channel partners and customers across the Northern Rim of Asia Pacific. In his new role, Kiyoshi Shikakura will direct the opening of the new office in central Tokyo, and will oversee Invention Machine's operations in Japan, South Korea and Taiwan.

Shikakura brings to Invention Machine more than 18 years of software sales and management experience. Shikakura comes to Invention Machine from Mathsoft Engineering and Education, Inc. (acquired by Parametric Technology Corporation in April 2006), where he served as Director of Asia Pacific Sales and Marketing, first established Mathsoft's Japan office and led direct and

channel sales for the company's North Rim territories. Prior to MathSoft, Shikakura worked for Cybernet Systems Co, Ltd., a Japanese-based company specializing in sales and support of scientific and engineering software, for more than fifteen years. At Cybernet, Shikakura's responsibilities included sales, marketing and operations. Shikakura has an economics degree from Waseda University in Tokyo.

"I am very pleased to join the Invention Machine team and look forward to further developing the partnerships Invention Machine has already established with Japanese market leaders to enable them to accelerate their delivery of innovative and competitive product offerings," said Shikakura.

"The Asia Pacific region continues to be very strategic for Invention Machine, and building out an infrastructure in Japan to support the growing Asia Pacific distributor and customer-base is strategically significant for the company's continued success," said Mark E. Atkins, Chairman, President and CEO of Invention Machine. "Shikakura-san is a key addition to the Invention Machine executive team. His sales and management strength along with his strong relations with the Japanese and other Asian manufacturing and engineering communities will enable Invention Machine to further dedicate itself to the success of its distributors and customers – in Japan and throughout Asia Pacific. We look forward to building a strong long-term presence in Asia Pacific."

### **Japan Office Information**

Invention Machine's Japanese office is located at:

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### **About Invention Machine**

Invention Machine Corporation is the leading provider of solutions that enable global 2000 manufacturers to accelerate and expand idea generation, increasing innovation and accelerating time to market of higher quality products. More than 1200 leading manufacturers use Invention Machine's solutions to raise returns on their R&D investments, improve design and production processes across the product lifecycle, and continually fuel product pipelines with innovative products. Headquartered in Boston, Massachusetts, Invention Machine has offices in the UK, France, Germany and Japan and distribution partners throughout Europe and Asia-Pacific. Invention Machine supports Global 2000 customers worldwide including Delphi, HP, NEC, Northrop Grumman, Renault, Samsung, Saipem, Shell, ST Microelectronics, and Whirlpool. For additional information, please visit [www.invention-machine.com](http://www.invention-machine.com).

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