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Sibers opens Russian IT outsourcing destination for Australia, by IAOP

International Association of Outsourcing Professionals recognizes Sibers as leader in providing Australia and New Zealand with IT outsourcing services.

Novosibirsk, Russia, April 27, 2010 – Sibers, the leader in providing software development outsourcing solutions from Siberia, Russia, announces that IAOP recognized the company as Best 10 among service providers for Australia and New Zealand region. The 2010 Global Outsourcing 100 annually ranks top outsourcing providers from around the world. These rankings are based on applications received and evaluated by an independent judging panel organized by IAOP.

Notably, this selection makes Sibers the first company from Russia that serves Australian outsourcing needs. Australia and New Zealand have excellent outsourcing practices and according to the previous years' Global Outsourcing 100 lists almost all requests from the region were handled by Chinese, Indian, Malaysian and local providers.

"As the economy recovers, partnering with the world's best outsourcing providers and advisors will be more important than ever," said IAOP Chairman Michael Corbett and chair of the judges' panel. "The Global Outsourcing 100 and The World's Best Outsourcing Advisors help companies easily identify those partners that will help them emerge as leaders."





Siberia is a new outsourcing destination for Australian companies. Distinguished as 'Silicon Taiga', this region accumulated innovative minds and many software companies. Clients of Silicon Taiga companies get benefits of Asian proximity and close timezones and European quality and attitude.

Rob King, CEO and owner of 2Hippo Pty LTD, initially a Sibers' customer, now a representative for Australia, expects many Australian companies will be choosing multisourcing as their outsourcing strategy. "While China and India will remain primary locations for organizing data processing facilities and call centers, our clients receive better value by outsourcing research, analysis and software development to Sibers".

The 2010 Global Outsourcing 100 lists are featured in a special advertising feature of the May 2010 edition of FORTUNE® magazine. The comprehensive lists of top 100 service providers and advisors and sub-lists are available at IAOP's Web site, <u>www.outsourcingprofessional.org</u>.

About Sibers®

Sibers is a provider of IT outsourcing solutions since 1998. Focused on custom software development, Sibers brings safety, transparency and integrity into every outsourcing transaction. Areas covered by Sibers in information technology outsourcing are software research, development, and testing of applications for web, Windows, Unix and mobile platforms. Custom Remote Teams built by Sibers provide cost-effective solutions for start-ups, marketing agencies and established businesses seeking to outsource their IT needs. To learn more, visit www.sibers.com.

About IAOP®

The International Association of Outsourcing Professionals® (IAOP®) is the global, standardsetting organization and advocate for the outsourcing profession. With more than 100,000 members and affiliates worldwide, IAOP helps companies increase their outsourcing success rate, improve their outsourcing ROI, and expand the opportunities for outsourcing across their businesses. To learn more, visit <u>www.IAOP.org</u>.

About The Global Outsourcing 100

The Global Outsourcing 100 and its sub-lists are essential references for companies seeking new and expanded relationships with the best companies in the industry. The lists include companies from around the world that provide the full spectrum of outsourcing services — not just information technology and business process outsourcing, but also facility services, real estate and capital asset management, manufacturing and logistics. They include not only today's leaders, but tomorrow's rising stars.