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## **Runaware relocates Swedish operations to Indian office**

*In planned effort to consolidate resources and reduce costs, Runaware moves business operations to Indian facility.*

Gothenburg, Sweden (**February 20, 2009**)– [Runaware, the global leader in online demos and software marketing services](#), announced the closing of its Gothenburg office in Sweden. Originating in Sweden in 1999, Runaware began offering its [TestDrive online demonstration service](#) to the software industry.

Runaware has elected to consolidate most functions now based in its Gothenburg, Sweden location to its Hyderabad, India facility as of February 23. This operational move is a strategic consolidation of Runaware's operations and will help to save the company roughly 5 million SEK per year.

"By combining redundant office functions into one location we will be better prepared to handle the evolving needs of our customers while making the company more efficient, given that our development and product improvement expertise will now be residing in the same facility," stated Tim Keyes, CEO of Runaware.

### **About Runaware**

Founded in 1999 and with offices in North America, India and Europe, Runaware™ is the global leader in online software demos and software marketing services. Runaware™ offers ISVs and software publishers a revolutionary means of providing a hassle-free online demonstration environment that runs full versions of software safely and securely over the Internet – anywhere, anytime – with no CDs, downloads or installations required. More than demonstrations, Runaware™ also delivers industry-leading account management and software marketing services such as lead capture and customer profiling, demos for partners, demo localization, marketing campaigns and search engine marketing services. Runaware™ delivers intelligence and measurable results, producing higher sales and



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