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Media Contact:  
Amy Dickinson  
SA International  
610.521.6300 x182  
[AmyD@SAintl.biz](mailto:AmyD@SAintl.biz)

**SA International Appoints Mrs. Sarit Tichon to Senior Vice President of Worldwide Sales**

**Philadelphia, PA – January 9, 2008** – SA International (SAi), the leading provider of Software Solutions for the Professional Sign Making, Digital Printing, Proofing and CAD/CAM for CNC Manufacturing Industries, announces the appointment of Mrs. Sarit Tichon to Senior Vice President of Worldwide Sales.

Prior to this position, Mrs. Tichon held the position of General Manager of SA International Europe (SAE), SA International's European subsidiary that was established in January 2001 to manage Europe, Middle East and Africa (EMEA) within one location. Since 1989, Mrs. Tichon has held several positions within SA International including Director of Sales for EMEA. Prior to SA International, she held the position of Personal Assistant to the VP of Finance at Degem Systems, Ltd., developer, producer and supplier of training and educational systems.

In this new position, Mrs. Sarit Tichon will be responsible for sales of the company's line of professional software solutions through direct channels, distributors, OEMs and dealers around the world.

"Sarit's experience in the field is perfectly suited for this new role," states Don Feagan, President and COO, SA International. "Her innovative approach to sales, along with results she's achieved over the years makes her an enormous asset to the future development of SA International. We look forward to benefiting from Sarit's unique perspective and direction."

**About SA International:**

SAi is recognized as a global leader in providing complete, professional software solutions for the Sign Making, Digital Printing, Proofing and CAD/CAM for CNC Machining Industries. The Company's software solutions help turn creative ideas into reality by providing world-class design and editing tools geared for production. Headquartered in Philadelphia, Pennsylvania, SAi has additional offices in Belgium, Brazil, China, Japan, Germany and Puerto Rico.

**For additional information:**

**United States and Canada call:** 800.229.9066

**Europe call:** +32.2.725.5295

**Latin America call:** +787.790.6526

**All other regions call:** 610.521.6300

**Website:** [www.SAintl.biz](http://www.SAintl.biz)