



Optimiza Receives “Top Performer” Award from Friendlyway Germany

Amman, June 2009 – Optimiza announced receiving the “Top Performer” Award from Friendlyway Germany, in addition to the Gold Partnership Certification as part of the new partners program. These awards fall within Optimiza’s achievements through its successfully established regional network that paves the way to the next wave of customer service transactions and processes.



Friendlyway is one of the leaders among very few companies that have developed proprietary solutions and programming concepts for kiosks and interactive systems. Friendlyway products and services have been sold all over the world, and have installed more than 40.000 friendlyway systems and software packages in the last ten years alone.

On this occasion, Mr. Hazem Malhas, Optimiza CEO, said: “It is through such strategic business partnership with Friendlyway that Optimiza has become the leader in the region for innovative self service kiosk solutions with references throughout the Middle East in the various market sectors.” Mr. Malhas added: “Optimiza has embarked onto a market that has become the transition of how consumers and business users utilize and optimize the customer experience through innovative solutions and self service kiosks to provide convenient and better customer service means.”

Mr. Anton Michalok, Friendlyway Vice President International Sales, said: “When Friendlyway approached the Middle East and North Africa markets, it required a

strategic partner with the regional network to introduce and provide FW products to such a market. Optimiza has proven to be such a business partner and we have achieved tremendous success in the region due to Optimiza's achievements."

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