

For Immediate Release

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Global Force Direct Issues Call for Bricscad Affiliates

*Professionals Earn Rewards for Sharing the Good News of
Modernizing Old CAD Seats at Less Than One Fifth the Price of AutoCAD*

Boston, MA July 29, 2009 (PRWIRE) - Global Force DIRECT, a distributor of technology products and services across the U.S. and India, today issued a call for marketing affiliates for Bricscad -- the “#1 Alternative to AutoCAD”.

Affiliates will be rewarded with five percent of the purchase price of all online purchases of Bricscad which specify their affiliate code. To encourage buyers to use codes, all orders placed with an affiliate code receive an immediate five percent discount on the list price. There is no limit to the number of times that a code can be used or reward totals that can be earned. Affiliates can choose to receive their rewards in cash payments or credits toward Bricscad products, subscriptions, or renewals.

Anthony Flynn, Global Force DIRECT president comments, “I believe there is a sizable community of articulate, experienced CAD professionals who want to see and encourage fundamentally lower prices and friendlier policies for full-function 2D/3D CAD. With this affiliate program, these pros and their organizations can not only use Bricscad, but also receive a handsome reward for sharing the good news. And those they help, in turn, receive a handsome discount. It's a simple, compelling, modern win-win.”

The Bricscad product itself offers compelling affordability along with full-function 2D/3D CAD, full DWG compatibility and interoperability, an open platform for customizations and DWG-based applications, and a large and satisfied user base. Moreover, it is backed by management with a deep appreciation for owner rights, a penchant for support, and the strength to grow with its markets.

Flynn adds, “Perhaps the biggest opportunity for affiliates is letting colleagues with old, unsupported CAD seats know that they can modernize their CAD with Bricscad at less than one fifth the price of AutoCAD. For many, this will be a no-brainer -- Bricscad has full-function DWG CAD, the latest technologies, over 100,000 users, and a satisfaction rate in the high 90s. And most organizations are transitioning their staff in about a week.”

Professionals can sign-up to the affiliate program as individuals or representing their company. There is no minimum time commitment to be an affiliate -- in fact, most will have existing CAD roles as users, consultants, trainers, administrators and buyers, developers and resellers, user group members and officers, and newsletter editors and publishers. And most will use affiliate rewards to supplement their income or offset their CAD costs.

The ideal affiliate should have significant project and CAD experience in one of the Bricscad target markets, including:

- Architecture: for 2D/3D building design/drafting
- Construction: for 2D/3D construction drawings
- Manufacturing: for 2D/3D product and part design/drawings
- Civil: for 2D/3D road design/drafting
- Water: for 2D/3D infrastructure design/detailing
- Plants: for 2D/3D process/discrete facility/process design/drawings
- GIS: Mapping and Land Management
- Landscape architecture: 2D/3D site design/detailing

To sign up for this Bricscad affiliate program in the U.S. or India, visit

www.globalforcedirect.com/affiliate or email affiliate@globalforcedirect.com. To learn more about Bricscad and download a trial version, visit www.bricscad.com. You can also call Global Force DIRECT at +1-617-418-4450 (US) or +91 9717050142 (India).

About Global Force DIRECT

Global Force DIRECT is a global sales organization that specializes in sales 2.0. It is staffed by partners and senior sales professionals who are web-empowered and phone-productive the entire day, and led by management that grew and managed a \$100M phone/web-based sales operation for a \$400M global software leader. Global Force DIRECT can bring transformational rewards to clients, including expanding revenue and reach, opening new global markets, and fundamentally increasing the efficiency of distribution.

Learn more at www.globalforcedirect.com.

About Bricsys

Bricsys is a global provider of engineering software through its network of 70 offices on four continents. Its flagship product, Bricscad based on IntelliCAD, is a powerful DWG-alternative CAD product and application platform that serves AEC, civil engineering, GIS, and the mechanical design markets. Bricsys has over 100,000 customers, has grown each year by 35 percent during the last four years, and has always been profitable.

Besides its technological strength, Bricsys offers high quality support to every user, every day, and everywhere. Its customers are leaders in their field and require zero tolerance support. Bricsys reports monthly to its customers on the status and development of its software products.

Learn more at www.bricsys.com.