

**December 22, 2008**

## **NERD FORCE LAUNCHES IN AUSTRIA & CENTRAL EUROPE**

Nerd Force Franchise Company ("NFFC") [www.nerdforcefranchise.com](http://www.nerdforcefranchise.com), the wholly owned subsidiary of Nexus Management, is pleased to announce the launch of Nerd Force in Austria with the planned roll-out of in excess of 100 franchise territories over the next five years, and the establishment of a service centre near Vienna under the Nerd Force® brand to provide help desk services for Nerd Force® franchisees in Central Europe, specifically Austria, Germany, Poland, Hungary, the Czech Republic, Slovakia, Slovenia, Croatia, Serbia, Macedonia and Switzerland.

amberANTs, Service GmbH has been appointed the master franchisee for Austria, and will be using their existing service centre to provide the framework for the German language Nerd Force® Help Desk. Christian Tidl, CEO, formerly with IBM, and now responsible for the newly created Nerd Force® Austria, professed that "he was delighted by the move", and added that "the timing is perfect to launch branded managed IT services in Central Europe and I want Nerd Force® to be at the forefront of this". Boris Adlam, the NFFC President, added "he was pleased to have found an experienced and reliable partner in amberAnts Service GmbH with which to address not only the German-speaking small to medium business and consumer market, but the still emerging economies of Central and Eastern Europe. It is strong partners that will underpin the success of Nerd Force® as a global IT service brand and I am delighted that the Austrian authorities have been so proactive in helping us use their country as the launch pad for our Central European activities".

In Austria, the Board believes the franchise territories are capable of yielding significant annual revenues from managed services and create jobs not only in Eisenstadt and throughout Austria, but also in Mainz, where the Nerd Force/Nexus data centre is based. There is further significant upside potential from the planned roll-out into Germany and the surrounding countries.

Martin Weiss, the Austrian Consul General in Los Angeles confessed that "he was delighted to have assisted a job-creating deal conceived in Los Angeles, planned in London, managed out of Brunswick, Maine and serviced out of Eisenstadt, Burgenland. That, I believe, is globalization at its best: furthering ideas and cooperation and creating jobs and opportunities". Christian Kuegerl, the Austrian Trade Commissioner was "pleased that his organization was able to facilitate the Nerd Force launch and pinpoint the many fiscal advantages of a new business being based in Burgenland: Eisenstadt deserves to be known as far more than just the resting place of Joseph Haydn but as a thriving commercial hub".

Roger Richardson, Nexus Management CEO, added that, "this move into Austria is yet further evidence that Nexus with Nerd Force® is the perfect IT choice for the smaller multinational".

Nerd Force® already has an existing franchise in Macedonia, which was set up in August 2008 by Ilir Sela, the Nerd Force founder and current managing director, and a further 11 franchises in the United States.

## **ABOUT NERD FORCE**

**Nerd Force®** is a fast growing mobile computer and technology support franchise, which services individuals as well as small and medium sized businesses, both on site and remotely with branded IT managed services. Originally started in New York, Nerd Force® is spreading across the United States and now has a presence in Europe and the ambition to expand the brand worldwide. Its parent, Nexus Management plc, is listed on the London stock exchange.

The Company is now looking for highly driven, motivated and passionate individuals to build a great future with it. Nerd Force® is a young, dynamic franchise, set to dominate the multi-billion dollar computer and technology services industry.

Nerd Force® can be reached at 1-800-979-NERD or online at [www.nerdforce.com](http://www.nerdforce.com).