

PRESS RELEASE

IDDAS strengthens Senior Mentoring Team

June, 2009

Helen Pitcher, Chief Executive and deputy Chairman of IDDAS is pleased to announce that Bernard Buckley will join the IDDAS team on July 1st.

Bernard Buckley is a Board level Executive Coach and Consultant with over thirty years experience gained in a wide range of industry sectors, including telecoms, Financial Services, Media and the Public Sector.

Bernard has particular expertise and experience of business transformation, restructuring and Mergers & Acquisitions. As the Board HRD, he led on the integration of Energis into Cable & Wireless and subsequent restructure of the International business.

Prior to his role at Cable & Wireless, Bernard worked as a Consultant and Executive Coach for nine years across a variety of sectors, including Investment Banking, Media and the Public Sector. His original background was through HR and Organisational Development and in particular was Head of Organisational Development for the London Stock Exchange during the major re-structuring of the Exchange in 1990.

Since his original Law degree, Bernard has trained as an Executive Coach and is qualified across a range of psychometric instruments.

Note to Editors

IDDAS provides a range of board level career and business mentoring, coaching and talent management services, including leadership development.

Further information on the Company can be found on its website at www.iddas.com

Enquiries

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